

# North Long Beach Design Guidelines

Draft  
September 6, 2002  
Revised April 16, 2003  
Revised May 20, 2003  
Revised July 14, 2003



## **City of Long Beach Redevelopment Agency**



*Incorporating guidelines and policies from:*

*North Long Beach Strategic Guide - EIP Associates*

*Bixby Knolls Design Guidelines - The Arroyo Group*

*North Long Beach Street Enhancement Master Plan - Willdan and Patricia Smith, ASLA, AICP*

*and design ideas and examples from:*

*Good Neighbors: Housing that Supports Stable Communities - Los Angeles Housing Department*

*Facade improvements - Studio III*



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Design Guidelines  
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## I. INTRODUCTION

### A. Purpose of the Design Guidelines

The North Long Beach Design Guidelines are intended to serve as a guide for property owners and developers who are planning new development projects or renovation of existing structures in North Long Beach and for City of Long Beach Redevelopment Agency and Planning staff who review those projects.

The North Long Beach Design Guidelines have been prepared in coordination with and to complement the North Long Beach Strategic Guide for Redevelopment (Strategic Guide), North Long Beach Street Enhancement Master Plan (Street Enhancement Master Plan), and Bixby Knoll Design Guidelines. The North Long Beach Design Guidelines implement design principles in the North Long Beach Strategic Guide. They supplement development standards in the City's zoning regulations (Title 21 of the City of Long Beach Municipal Code).

These design guidelines supplement zoning regulations. The design guidelines may not be less restrictive than the Zoning Regulations, but they may encourage more specific design responses within the parameters of the Zoning Regulations. For example, the design guidelines may not permit taller building heights or smaller setbacks than are permitted by the Zoning Regulations. On the other hand, they may encourage that a building step back within the building envelope permitted by the Zoning Regulations.

The North Long Beach Design Guidelines do not include development standards contained in the Zoning Regulations. The Zoning Regulations should be thoroughly reviewed prior to beginning the development process.

### B. Portions of the North Long Beach Redevelopment Project Area to which the Design Guidelines Apply

The North Long Beach Redevelopment Project Area is one of seven Redevelopment Project Areas in the City of Long Beach. The North Long Beach Design Guidelines address only the portions of the North Long Beach Redevelopment Project Area shown on the map in Figure I-1. The Design Guidelines exclude Bixby Knolls, which has a separate set of design guidelines, and the West Long Beach Business Park, which is located in the northwest corner of the 405-710 Freeway Interchange.

### C. Relationship to the Strategic Guide

The Design Guidelines are intended to implement the policies of the Strategic Guide that relate to private development projects. Key recommendations of the Strategic Guide are

as follows:

- ❑ Focus residential communities around centers of common activity (nodes), upgrade housing stock and provide new housing opportunities.
- ❑ Revitalize and intensify the "North Village Center" on Atlantic Avenue at South Street., providing needed services and goods and serving as a "stage" for community events and celebrations.
- ❑ Maintain and physically improve industrial areas to enhance their visual character and compatibility with adjacent residential neighborhoods.
- ❑ Provide street landscaping, greening and overall improvement of visual character
- ❑ Upgrade and maintain public infrastructure, including streetscape and landscape improvements in all districts.

### D. Relationship to Street Enhancement Master Plan

The Street Enhancement Master Plan addresses streetscape improvements, such as street trees, medians, traffic calming and pedestrian amenities along the 10 major streets in North Long Beach:

#### **North-South Streets:**

Long Beach Boulevard  
Atlantic Avenue  
Orange Avenue  
Cherry Avenue  
Paramount Boulevard  
Downey Avenue

#### **East-West Streets:**

Artesia Boulevard  
South Street  
Market Street  
Del Amo Boulevard.

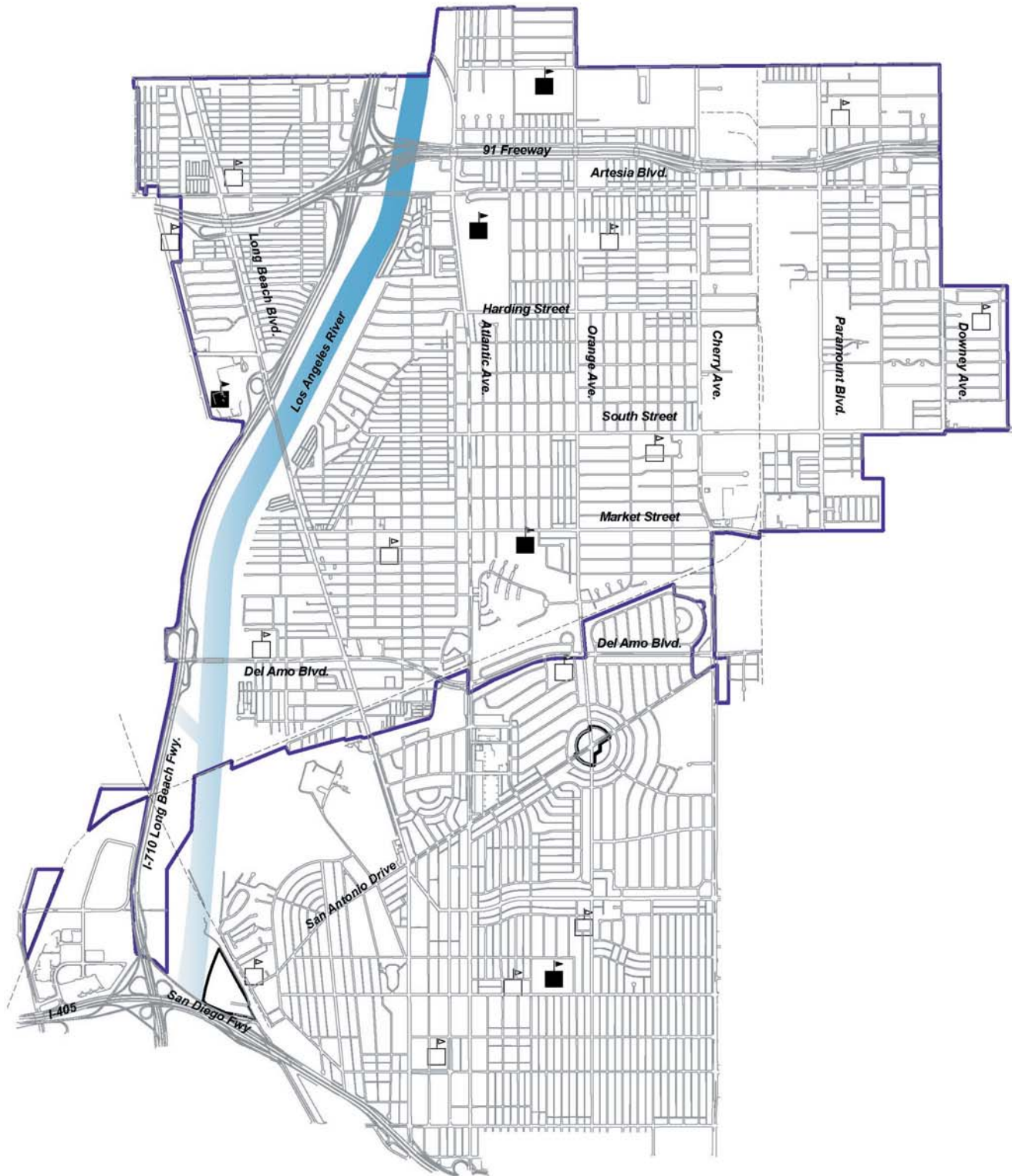
These streets carry the majority of traffic and are home to most North Long Beach businesses, as well as a large number of residents, schools and other community facilities. They are the public spaces in which the day-to-day social life in North Long Beach occurs and the primary traffic corridors along which the majority of traffic passes. In addition, the north-south streets serve as gateways to the City of Long Beach from the north.

Streetscape improvements are intended to make these streets viable centers of community activity and attractive gateways to and routes through North Long Beach. Key streetscape improvements on the major streets proposed by the Street Enhancement Master Plan include:

- ❑ Traffic calming and pedestrian amenities
- ❑ Street trees are proposed to be planted along all major streets where sidewalks are wide enough to accommodate them.



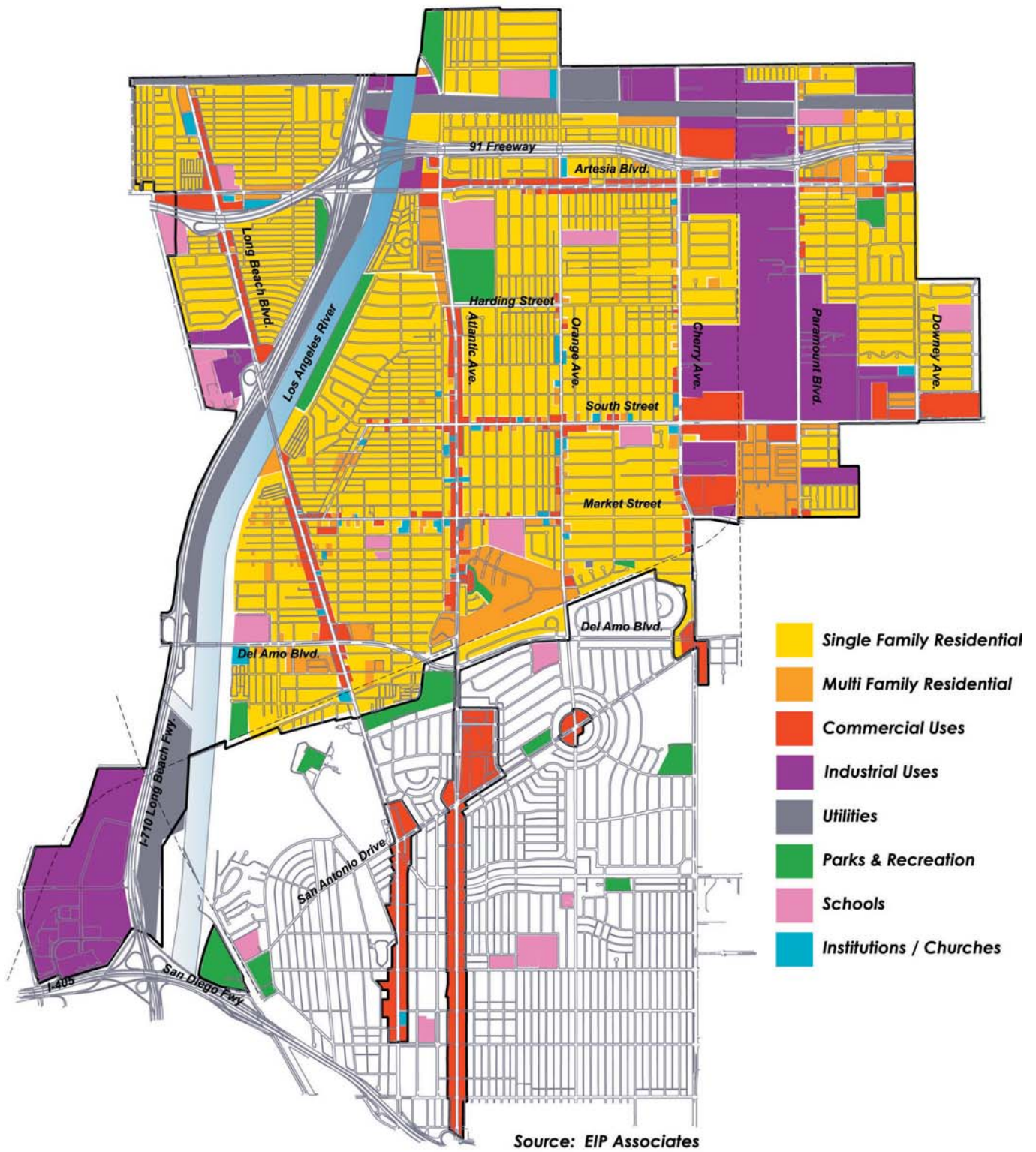
Figure I-1. Area to Which North Long Beach Design Guidelines Apply



1" = 3,200'

I. Introduction

Figure I-2. Existing Land Uses in North Long Beach



1" = 3,200'



- ❑ Landscaped medians where feasible.
- ❑ Streetscape enhancements at gateways to Long Beach.
- ❑ Other landscape improvements along major streets, including permanent pocket parks, temporary landscaping of vacant lots and back-up lot landscaping, and suggests landscape guidelines for front yard setbacks and parking lots along the arterial streets.

## E. Community Design Process

Community input to the Strategic Guide and Street Enhancement Master Plan was obtained through a series of 12 meetings with the Strategic Guide Steering Committee, made up of representatives from the community and other stakeholder groups in North Long Beach. The committee was composed of representatives from the following organizations:

- ❑ North Long Beach Project Area Committee
- ❑ North Long Beach Business Association
- ❑ North Long Beach Neighborhood Association
- ❑ North Long Beach Community Action Group
- ❑ Bixby Knolls Business improvement Association
- ❑ Long Beach Housing Development Company
- ❑ Long Beach Planning Commission
- ❑ Long Beach Unified School District
- ❑ Apartment Association of Southern California Cities
- ❑ Long Beach Commercial Real Estate Council
- ❑ Gateway Cities Partnership
- ❑ Second Samoan Congregational Church
- ❑ 8th District City Council Office
- ❑ 9th District City Council Office
- ❑ Long Beach Redevelopment Agency Board
- ❑ Long Beach Police Department Staff
- ❑ City of Long Beach Planning Staff
- ❑ City of Long Beach Public Works Staff.

In addition to input from the North Long Beach Steering Committee, input was obtained through two open-house public workshops held in the North Long Beach Community. The first workshop was held at Ramona Park in August, 2000 and the second at Houghton Park in February, 2001.

Input for all planning efforts was also obtained through meetings with key city working groups, including the City of Long Beach Executive Management Team, the City of Long Beach Economic Development and infrastructure Committee, the Long Beach Redevelopment Agency Board, city staff, and public service providers.



## F. Applicability of Guidelines to Historic Resources

For designated historic resources, the Secretary of the Interior's Standards for the Treatment of Historic Properties (<http://www2.cr.nps.gov/tps/secstan1.htm>) takes precedence over the building design guidelines contained herein. Copies of the guidelines are available at the Department of Planning and Building.

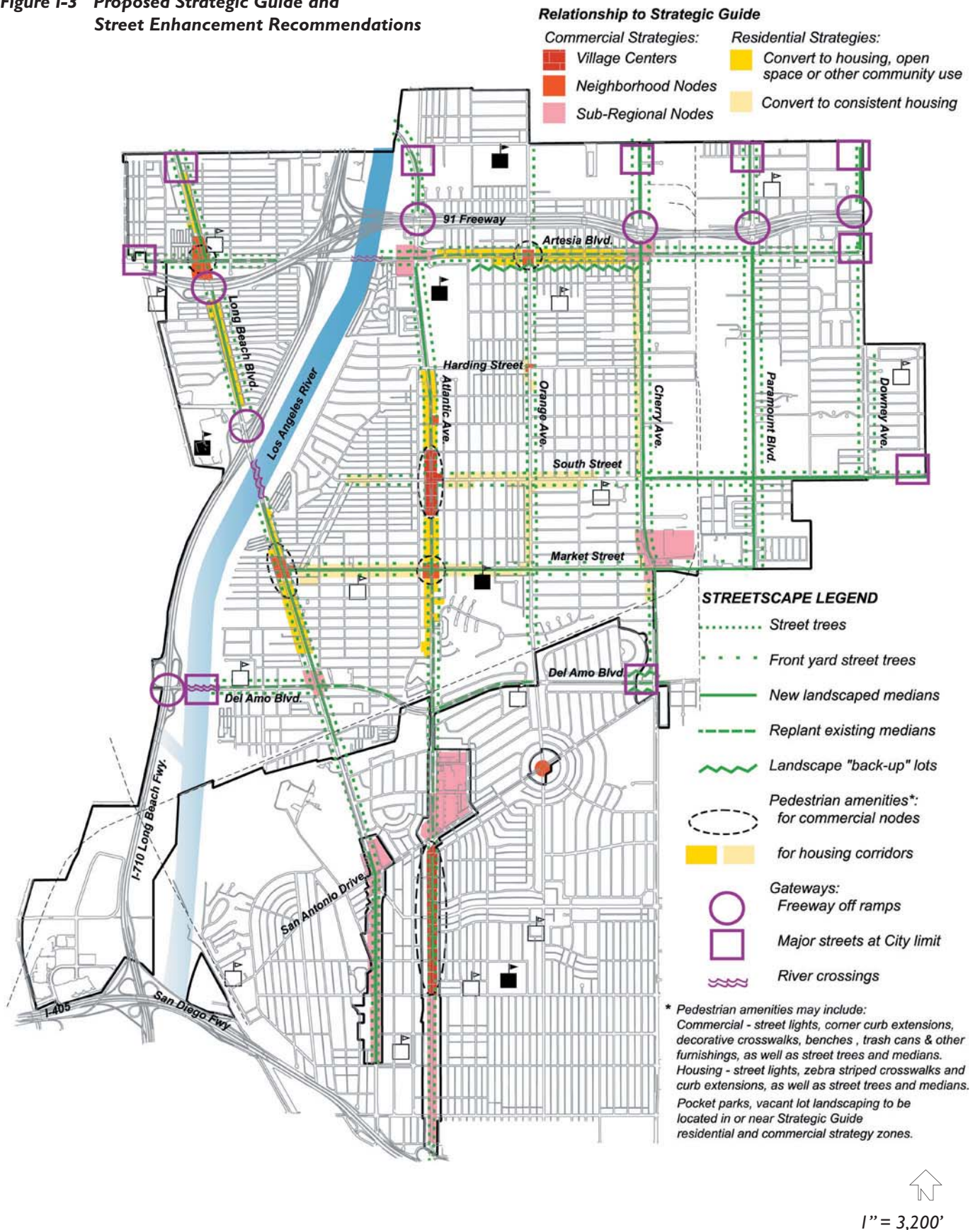
A survey should be conducted of the North Long Beach Village Center and the Old Virginia City (Long Beach Boulevard/Market Street) commercial districts to determine the historic status of individual buildings and of the districts. In other areas, buildings are more than 50 years old to which alterations that would change the character of the building are proposed should be evaluated on a case-by-case basis.

### **The Review Process for Designated Historic Resources.**

A Certificate of Appropriateness is required for all exterior changes, even those that do not need building permits, such as repainting. Ordinary maintenance and repair are excluded. The Preservation Officer reviews applications for changes. Minor changes that meet the Secretary of the Interior's standards and guidelines are approved immediately. Major proj-



**Figure I-3 Proposed Strategic Guide and Street Enhancement Recommendations**



ects and applications that are inconsistent with the design guidelines are scheduled for a Cultural Heritage Commission meeting. Applicants may appeal decisions to the Planning Commission.

Understanding and respect for the original materials and design, conservation of historic building elements, and a desire for architectural compatibility are the basis for the Secretary of the Interior's standards and guidelines. For example:

- ❑ Repair is preferable to replacement for deteriorated original materials and features. If replacement is necessary, the replacement shall replicate the original visual design and appearance.
- ❑ Alterations must avoid the removal of character-defining features and spaces.
- ❑ New additions or related new construction must be compatible with the massing, size, scale and architectural features of the original, but must be visible differentiated from the old. Exact imitation of the original is not desirable.

Demolition of designated historic buildings is discouraged by delay in issuance of permits of six months to one year and by environmental review. Demolition permits can be obtained after completing City review requirements.

**Benefits of Historic Designation.** Historic landmark designation is an indication that the building is "special" because of its architecture and history. The designation indicates both quality and significance, factors that often translate into value in the marketplace.

Historic district regulations, protecting existing vintage housing and regulating the design of alterations and additions are strong tools for protecting neighborhoods. Incompatible new development can be prevented, and the quality of the neighborhood's assets is preserved.

Zoning and building regulations allow more flexibility with regard to historic properties. Non-conforming uses may be permitted in some historic districts to allow more productive use of historic buildings.

The State Historical Building Code allows alternatives to current building codes to preserve original building materials and design features. These alternatives can substantially reduce rehabilitation costs.

In some cases, Mills Act Historical Property Contracts between the City and the property owner are mutually beneficial and can lead to a reduction in property taxes.

Sometimes, a comprehensive historical rehabilitation can take advantage of federal investment tax credits. However, only buildings listed on or eligible for the National Register of Historic Places may qualify.

The Long Beach Cultural Heritage Commission consists of fifteen members – of whom many are professional experts in architecture, construction and design. They can provide property owners with technical assistance. Early consultation is advisable for conceptual review of proposed projects. The Commission meets on the third Wednesday morning of each month. Applications for Certificates of Appropriateness are due by Monday of the prior week.

## G. Organization of the North Long Beach Design Guidelines

The Design Guidelines includes the following sections:

- I. Introduction (this section);
- II. Guidelines for commercial development projects;
- III. Guidelines for residential development projects;
- IV. Guidelines for industrial development projects;
- V. Sign guidelines; and
- VI. Guidelines for streetscape improvements.

## II. COMMERCIAL/MIXED USE DEVELOPMENT GUIDELINES

### A. Overview

There are two types of commercial development in North Long Beach:

1. Pedestrian-oriented village centers where buildings are located along the front property line with storefronts, display windows and entrances along the sidewalk and parking is located behind the commercial floor space.

The primary pedestrian-oriented commercial districts addressed by these guidelines are 1) the North Village Center, located on Atlantic Avenue, one block north and one block south of South Street, and 2) Old Virginia City, located on Long Beach Boulevard at Market Street.

Zoning regulations for pedestrian-oriented districts require that a building be located along its front property line for only 2/3s of lot frontage. In North Long Beach pedestrian-oriented district, where feasible, at least 80% of the front building wall should be located along its front property line.

2. Primarily automobile-oriented shopping districts in which building are set back from the street with landscaping in front.

Zoning regulations for automobile-oriented districts require that buildings be set back a minimum of 10 feet from the front property line and permit parking to be located between the landscaped front setback and the building. In North Long Beach automobile-oriented commercial districts, where feasible, buildings should be set back only 10 feet with landscaping in front and parking should be located either adjacent to or behind the buildings.

Where the guidelines differ for pedestrian-oriented and automobile-oriented districts, those differences are called out. Unless otherwise indicated, the guidelines apply to all zoning districts. The guidelines are organized by the following topics:

- ☐ Site Planning
- ☐ Building Design
- ☐ Landscaping Design.

Sign Guidelines are in Section V. and streetscape design guidelines are in Section VI.

### B. Commercial/Mixed Use Site Planning

The commercial site planning regulations and guidelines address setbacks, parking, access, and screening of commercial activities from adjacent residential uses.

Table II-1 summarizes the site planning guidelines applicable to commercial districts in North Long Beach.

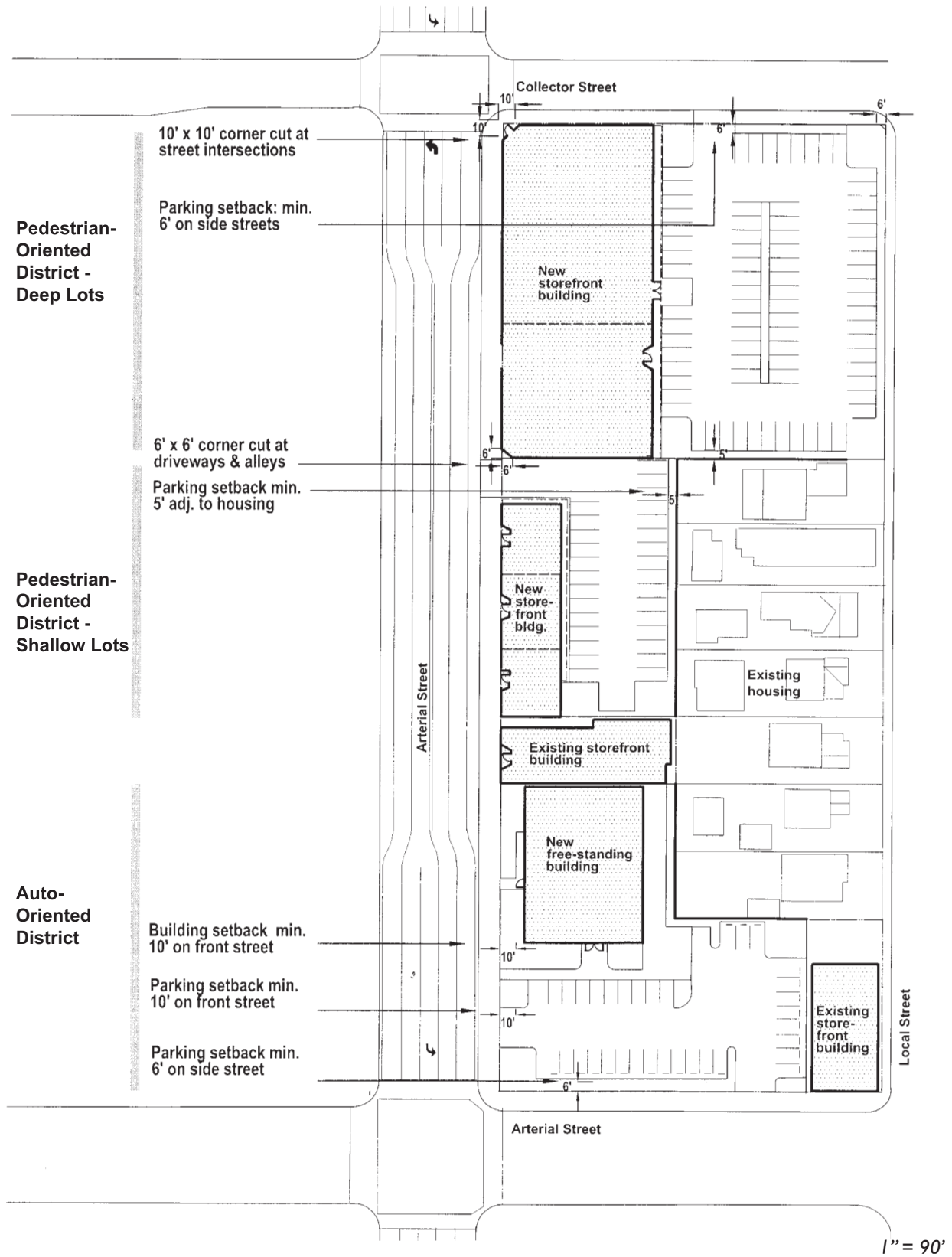
Figure II-1 illustrates setback requirements for both buildings and parking. Figure II-2 illustrates parking and access requirements.

**Table II-I Commercial/Mixed Use Site Planning Guidelines**

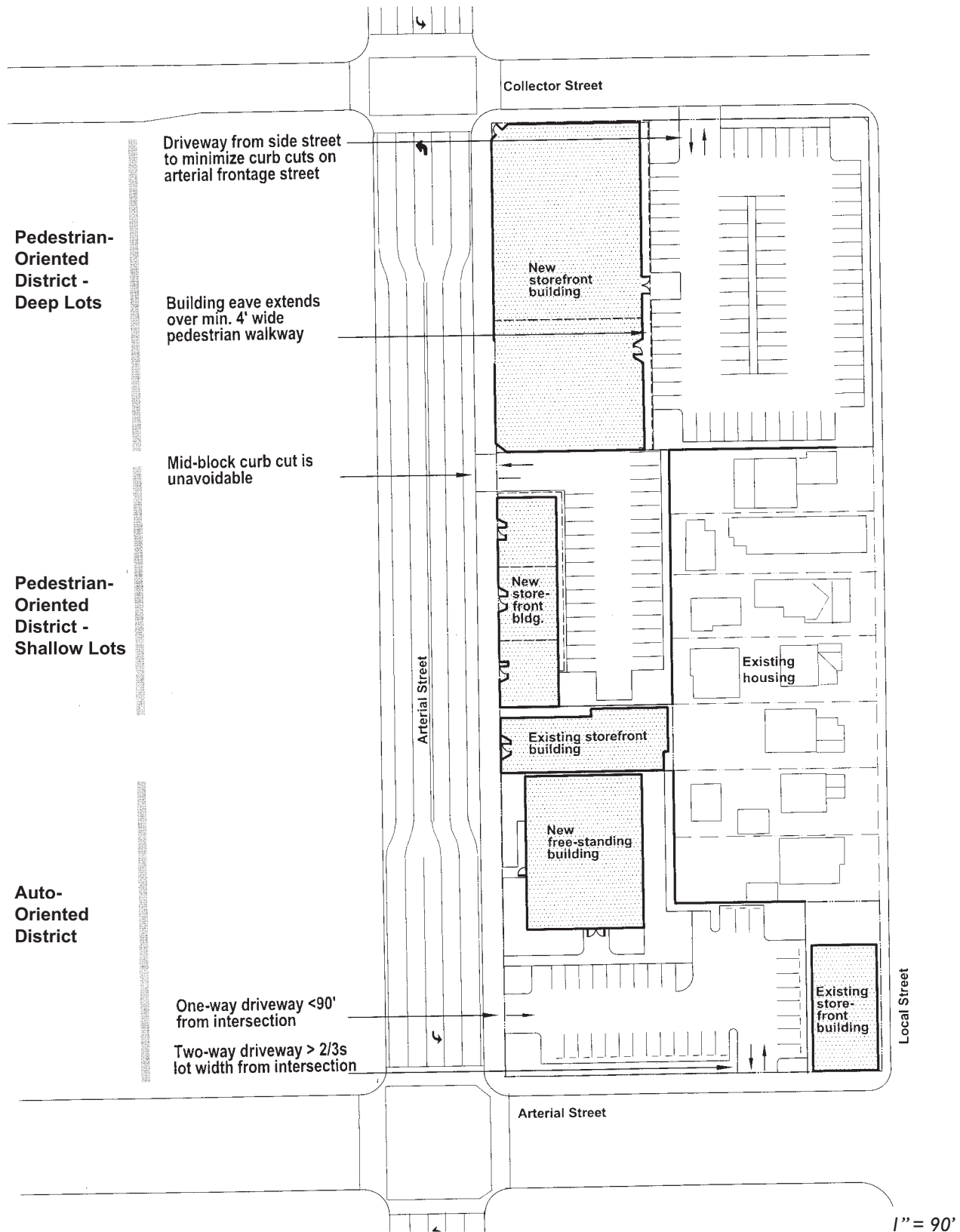
TOPIC	GUIDELINE
<b>Guidelines that Vary by District</b>	
Building setback from front property line <i>Pedestrian-oriented districts</i>	0' for 80% of front facade except: where sidewalks are less than 12' wide, as on Atlantic Avenue, and a right-of-way dedication is not required, buildings must be set back and the setback treated as part of the sidewalk to provide 12-foot wide sidewalks. The maximum required setback is 5' 6".
<i>Auto-oriented districts</i>	Maximum 10'. Parking should be provided behind or next to, rather than in front of, buildings where feasible, particularly on parcels larger than 20,000 sf.
Parking setback from front property line <i>Pedestrian-oriented districts</i>	Parking should be located behind the commercial floor space in the building. Common parking areas with shared access for adjacent buildings are encouraged.
Minimum corner cut offs at street corners	10' x 10'
<b>Guidelines that Apply to All Zoning Districts</b>	
Access and Parking Required parking spaces	An approved redevelopment area parking plan supersedes zoning regulations.
Curb cuts/driveways Location Width	From side street if feasible. Curb cuts should be the minimum width required by Zoning to minimize pedestrian conflicts.
Pedestrian access	A 4' wide walkway should be provided from the main building entry to the public sidewalk. Where possible, the walkway should be expanded to accommodate outdoor dining or seating.
Service/Loading Access	From front street during non-business hours only; from alley or side street during business hours.
Outdoor Dining in Building Setbacks	Outdoor dining adjacent to the sidewalk is encouraged. It may be provided along segments of the building's front facade that are setback from the property line or within the building with the front facade opened to the sidewalk.
Outdoor Dining on Public Sidewalks	Outdoor dining on the sidewalk is also encouraged, provided that a continuous path of travel is provided along the sidewalk as required by ADA. The path of travel need not be in a straight line but should be maneuverable by a person in a wheelchair.
Crime Prevention	An alarm system should be installed in each tenant space; surveillance cameras may be appropriate at primary entries. Exterior pay phones should not be installed. Exterior roof access should not be provided. The site address should be visible and illuminated. Site lighting should be on automatic timers to provide illumination during all hours of darkness. Areas under canopies and awnings should be illuminated. Metal halide lights is recommended. Tree canopies should be pruned up above 7'. Hedges, other than those around parking lot perimeters should not exceed 24". Planting and lighting should be coordinated to avoid obstruction of illumination.



**Figure II-1 Commercial Building Setbacks**



**Figure II-2 Commercial/Mixed-Use Access and Parking**



**Figure II-3 Commercial/Mixed Use Site Planning Examples**



0-setback storefront buildings with entries and display windows along sidewalk in pedestrian-oriented commercial districts.



10-foot setback on auto-oriented commercial districts (CNA and CCA).



Corner cut-off



Setback from sidewalk adjacent to parking lot.



Loading area screened from sidewalk by wall and landscaping



Covered walkway between parking and building entry widened to accommodate outdoor seating



Outdoor dining on sidewalk at 0-setback building



Outdoor dining in covered private setback



### C. Commercial/Mixed Use Building Design

As described in the Overview to the Commercial Design Guidelines, there are two primary categories of commercial development in North Long Beach: pedestrian-oriented and auto-oriented development. In the pedestrian-oriented zones, the buildings' front facades are located along or within a few feet of the front property line, adjacent to the sidewalk, with primary entries to the tenant spaces from the sidewalk and the majority of the ground floor wall devoted to transparent display windows. In the auto-oriented zones, buildings are setback from the sidewalk, either behind a 10-foot wide landscaped setback or behind a parking lot that has a 6-foot landscaped setback. In North Long Beach, all commercial zones, except Long Beach Boulevard in Bixby Knolls, the height limit is 28 feet.

Figure II-4 illustrates the range of architectural styles found in commercial buildings in North Long Beach.

A new building or an existing building that is being renovated has the opportunity to incorporate design elements that can make it compatible with the style of existing buildings in its vicinity. Table II-2 contains the building design guidelines to achieve that compatibility. Figure II-5 describes and illustrates the key elements of a typical storefront building,

which, in its variety of architectural styles, is the prototype for all commercial buildings in North Long Beach.

Figures II-6 illustrates the application of the design guidelines for Deco/Zig-Zag/Moderne buildings (which are based on the guidelines developed by the Arroyo Group for Bixby Knolls) to a midblock building and a corner building.

For existing buildings where major renovations are not planned, simple facade improvements are some of the most cost-effective ways to improve the appearance of a shopping district. Facade improvements have been implemented on the west side of Atlantic Avenue in the North Village Center and are planned for the east side, as illustrated in Figure II-7. Figure II-8 illustrates the use of simple, low-cost facade improvements - paint, awnings, signs, lights and, in some cases, new tile bulkheads and security grilles -- to typical storefront buildings. The improvements shown in Figure II-8 were achieved for \$5,000 to \$20,000 per storefront.

Figure II-9 provides examples of other typical pedestrian-oriented commercial development, both new and renovations. Figure II-10 provides examples of new auto-oriented commercial development.

Before



After



In this low-cost facade improvement example, designed by Studio 111:

- ❑ A variety of signs in different sizes, styles and lettering were replaced by one primary pin-mounted letter sign with the name of the store and smaller neon signs in the windows that describe merchandise.
- ❑ Exterior security grilles were replaced by smaller interior grilles that are not visible when they are open during business hours.
- ❑ Tile bulkheads along the base of each storefront bay were added.
- ❑ Goose-neck lights that illuminate the storefronts and the sidewalk were added.
- ❑ The building was painted; as an alternative, the bricks could have been cleaned and repointed.



**Figure II-4 Architectural Styles in North Long Beach**



There is a variety of architectural styles in North Long Beach as illustrated by buildings on a two-block segment of Long Beach Boulevard at Market Street. Top two rows: Deco and Moderne; third row: Mediterranean; bottom row: 50s and vernacular.

## II. Commercial Development Guidelines

**Table II-2 Commercial/Mixed Use Building Design Guidelines for New Construction and Major Renovations**

TOPIC	GUIDELINES
<b>Building Uses</b>	The ground floor along the street frontage should be occupied by retail uses to the extent feasible.
<b>Upper Floor Setbacks</b>	Building setbacks above the first floor are not permitted.
<b>Corner Treatments</b>	
Height and massing	
Existing one-story buildings	Parapets at corners should be 5' higher than the adjacent parapet.
New buildings	New corner buildings should have two stories. New corner buildings should have a taller architectural element, such as a tower, at the corner (subject to revision of the zoning regulations). That element may be up to 30' in length along each street frontage and provide a maximum of 900 sf of usable space.
Corner cuts	Chamfered or curved corners with canopies over the adjacent sidewalks are commonly found in corner buildings in North Long Beach, providing the opportunity to establish a rhythm along the street. New and renovated corner buildings should have be either chamfered with a minimum 10' x 10' cut or curved at a 10' radius.
<b>Architectural Styles</b>	A variety of architectural styles are found in North Long Beach (see Figure II-4), and that variety contributes to the character of the community. The most distinctive are the Art Deco/Zig Zag/Streamline Moderne styles of the 1930s, which can be seen at the corner of Long Beach Boulevard and Market Street. Also present are vernacular storefront buildings, Spanish Colonial and other Mediterranean-influenced styles, as well as 1950's buildings, including "Googie" style that built on the sleek lines of the Deco and Moderne styles and added technological and organic forms and distinctive vertical sign elements.  New projects should respect the existing styles in the area, but should not necessarily copy them. Forms, massing and details should be reinterpreted or assimilated into new project designs. The use of compatible materials and colors, based on the predominant historical style can provide continuity in North Long Beach.
<b>Façade Design</b>	
Façade elements	Figure II-5 illustrates the elements found on a storefront building and applicable design guidelines.
Street wall location	80% of the front façade should be at the front property line.
Consistent treatment	Building design, modules and materials used on main façade must be used on all other walls.
Articulation	Exterior elevations should be designed with articulations appropriate to the architectural style of the building to create visual interest and enhance pedestrian activity. Cornices, pilasters, structural bays, and/or other architectural elements should be used to break up facade planes. Ground-floor facades should be distinguished from upper floors by cornices, changes of material and/or other architectural devices.
Building modulation and articulation (building and front bay dimensions)	<b>Pedestrian-Oriented Districts:</b> Existing storefront buildings in North Long Beach vary in length and modulation. Deco/Moderne store storefront buildings are typically 30-45 feet long and divided into 3 bays, each 10 - 15' wide, with the building entrance in the center bay. Storefront buildings in the North Village Center are 40 feet wide, with 1, 2 or 3 bays, which may be symmetrical or asymmetrical (see Figure II-7).  New and renovated buildings should have similar bay widths as existing buildings in the same architectural style in their vicinity. Buildings that are between 1 and 2 times as wide as buildings in their vicinity, should either repeat the typical building module (for Deco buildings in Old Virginia City, a 3-bay module with 10-15 foot-wide bays) or increase the number of bays. Buildings more than twice as long as buildings in their vicinity should be designed as a series of separate buildings, divided into bays as described above.  <b>Automobile-Oriented Districts:</b> New and renovated buildings longer than 100 feet should be visually broken into 2 or more buildings, each not more than 100 feet wide. Buildings should be modulated at intervals consistent with the buildings and bay modules in their vicinity, e.g., by pilasters.

TOPIC	GUIDELINES
Windows	Windows with max. 8% exterior daylight reflectance should comprise a min. of 2/3s of the area of ground floor façade; wall sections without windows should be not more than 5' wide.
Entrances	<p>Entrances should occupy not more than 1/3 of the ground floor façade width and should be recessed not more than 5' and located not more than 50' apart.</p> <p>The primary entrance to each commercial space on the ground floor should be located 1) on the front facade along the street and 2) centrally within the building module, except that a use that occupies the corner of a corner building shall have its entrance at the corner. If parking is located behind buildings, secondary rear entrances with good lighting should also be provided.</p> <p>Entrances to second floor uses are encouraged from the rear, adjacent to the parking. If a separate entrance to the upper floor(s) are provided from the front, it should be no more than 15' wide.</p> <p>Entrances to buildings in automobile-oriented districts should be located not more than 25' from the front property line.</p>
Awnings	Awnings below the ground floor cornice (or below the sill of 2nd story windows if no cornice) and divided into sections to reflect major vertical façade divisions; no plastic or translucent awnings.
Alley façades	Rear façades that face alleys should be designed to relate to the front façade; and should incorporate business signage, lighting, graffiti- and vandal-resistant materials.
<b>Roof Design</b>	Roof design will be determined by the building's architectural style. Most storefront buildings in North Long Beach, including those in the Deco, Moderne and Vernacular styles, have flat roofs. Mediterranean style buildings typically have sloping tile roofs. Coffee shops of the 1950's often incorporated sloping roofs. Varied roof forms, such as towers, gabled roofs and extended eaves with rafters and corbels, may be used to add interest if consistent with the architectural style of the building. Where gabled or hipped roofs are used, their relationship to adjacent buildings should be considered. Sloped roofs should be at a pitch of between 3:12 and 6:12. Continuous mansard roofs are discouraged. Parapets can be used to break up continuous stretches of roof.
<b>Materials</b>	Materials should reflect quality, durability and consistency, where possible, with materials used in existing buildings along the street. The following materials, evocative of the Art Deco and/or Streamline Moderne era, are recommended:
Walls	Smooth finished plaster. Brick, concrete, ceramic tile, stone (ashlar patterns, not river rock) and metal finished are also permitted.
Bulkheads	Brick, terra cotta, stone (ashlar patterns, not river rock), ceramic tiles, glass block, aluminum, stainless steel, bronze, iron panels/grilles. Smooth finish plaster is permitted but not encouraged.
Restricted materials	Materials that have no relationship to the architectural style are not permitted. These include used, antiqued or imitation old brick, fake or cultured river rock, exposed concrete block, and translucent plastic.
<b>Colors</b>	<p>Colors should accentuate the architectural details of a building and be consistent with its style.</p> <p>Three exterior building colors should be used to distinguish the main body, trim and accents. The base colors should be the lightest and the accent colors should be used sparingly. Two additional colors may be used on the main body to distinguish between upper and lower floors and/or as an additional trim color.</p> <p>Sign colors should relate to the building colors. Signs may use any of the building colors plus up to 3 additional colors for a maximum of 8 colors. Sign must at least 1 of the building exterior colors.</p>
<b>Security Grilles</b>	Visible security grilles and metal rolldown doors on the exterior of a building are strongly discouraged. If necessary, security grilles may be installed on the interior of the storefront in a manner that renders them not visible from the outside when they are open. The color of the grilles should blend with the background to reduce their visibility when they are closed. Existing exterior security grilles and rolldown doors should be modified to comply with this guideline.
<b>Architectural Lighting</b>	<p>Corners should be reinforced by illuminating the corner façades.</p> <p>Use a façade lighting style that is compatible with and reinforces the building's architecture.</p> <p>Visible direct lamp glare from unshielded floodlight fixtures is not allowed.</p>

**Figure II-5 Basic Elements of a Storefront Building**

The following elements can be found in all store-front buildings. All these elements, except those labeled “optional”, should be included in a new storefront building. Non-storefront buildings should incorporate some of the elements as described in Table II-2. The elements are numbered, corresponding the numbers in the storefront building elevations shown below.

**Roof**

1. Flat roof with a parapet (Deco, Moderne and Vernacular styles) or sloping (as appropriate to architectural style). In the Moderne style, the parapet may be stepped to provide modulation and emphasize the central module. The parapet should have a simple molding to emphasize its edge.

**Cornice**

1. Cornice with an optional pediment over the main building entry or center. In the Deco or Moderne styles, the cornice should be simple.

**Upper Wall**

2. Ornamentation or grilles
3. Band course (secondary cornice), typically at the roof line with the parapet wall above it -- optional.

**Second Floor**

4. Window lintel - optional.
5. Windows should be inset from the exterior wall (“punched-out”), either symmetrically or asymmetrically arranged, and the number should be based on the storefront modulation. Windows may be combined into pairs, triples or bands.

**Ground Floor**

6. Band course (secondary cornice).
7. Storefront bays - the openings in the wall in which the storefront module located. The storefronts are typically set back from the building wall. In the Art Deco and Moderne styles, the facade is typically divided into three parts.
8. Fascia signboard (may be integrated into signboard) - optional, not found on the Graham Building.
9. Transom windows, typically with multiple lights, 2-3' in height.
10. Display windows, which should be transparent glass.
11. Entrance door - recessed single door or double doors that are simple and transparent.
12. Pilasters which are expressed to the ground. In the Art Deco and Moderne styles, the verticality of the pilasters is emphasized with vertical flutings.
13. Storefront bulkhead, which appears distinct from the pilaster due to a set back and/or change of material and is 18-24" in height.
14. Canopy or awnings. In the Art Deco and Moderne styles, cantilevered or suspended canopy slabs that are integral to the building, rather than awnings, are typically used. The awning or canopy should be a minimum of 8' above finished floor elevation and project 4' to 6' from the building (however, it may be within 2' of the curb line).





**Figure II-6 Building Renovation Examples**



**Storefront in Pedestrian District:**

**Before.** Problems with this typical storefront on Atlantic Avenue in Bixby Knolls include a poorly defined storefront, a poorly sized and placed primary sign, a grossly oversized secondary sign, hanging signage from the canopy and visible mechanical equipment.



**After.** With the application of the Bixby Knolls Design Guidelines, which are summarized here, the following changes would take place: articulated storefront with pilasters and parapet, new transom windows, improved signage and no pennants.



**Big-Box in Auto-Oriented District:**

**Existing.** The blank facade along the street and parking lot is not welcoming and incompatible with other commercial architecture in North Long Beach which is articulated by a series of bays.



**Alternative.** If built according to these design guidelines, the building facades facing the street and parking lot would be articulated by a series of bays, some with glass windows, a main entrance visible and accessible from both sidewalk and parking lot,

These examples excerpted from:  
Bixby Knolls Design Guidelines  
The Arroyo Group

**Figure II-7 North Village Center Facade Improvements**



Storefronts on the west side of Atlantic Avenue in the North Village Center that have been improved with paint, signs, awnings, lights and imagination.



Storefronts that have not yet been improved.





Figure II-8 Other Low-Cost Facade Improvement Examples





### Figure II-9 Pedestrian-Oriented (Storefront) Commercial/Mixed Use Examples

As specified in Table II-2 the ground floor along the street frontage of all these buildings is occupied exclusively by retail uses. While architectural style varies, the basic elements of a storefront commercial building remain intact, including: buildings are modulated by the use of repetitive bays; the front facade is largely transparent (either mostly glass or completely open); and awnings or canopies are used to reinforce the bays and provide shade.



A curved corner with canopies and an architectural element.



This new storefront building includes bays divided by pilasters that continue through the second story and reinforced by awning.



The bays in a storefront building can be articulated even when a single tenant occupies what were historically separate shops. Note the sloping tile roof that is appropriate to the style.



New canopies were added to this older building. Bays are retained and opened to the street.



A single tenant in a small building might create a single continuous bay.



Retail goods from this stop spill out onto the sidewalk, add life to the street scene.





A variety of storefront buildings illustrate design elements including a 0-5' setback from the property line along the sidewalk, ground floor walls that are largely transparent glass, repetitive bays, use of awnings to reinforce the bays and to define the outdoor dining space in the setback or on the sidewalk.



Taller buildings, including mixed-use buildings shown here, can maintain the same pedestrian-oriented retail activity along the sidewalk as a one-story building, and provide customers for the retail uses.

## II. Commercial Development Guidelines





**Figure II-10 Auto-Oriented Commercial Examples**



*This supermarket shows how auto-oriented commercial buildings can include traditional retail elements, including modulation of the facade by a series of bays, articulation of the facade by a slightly taller central pediment and a strong cornice, awnings, and even a 0-setback condition along the sidewalk and sidewalk dining.*



*This big-box retail store, while setback behind parking in a more conventional manner, still modulates the facade with the use of a series of bays derived from traditional storefront architecture.*



*This supermarket building is modulated and articulated by pilasters, a continuous cornice, trellis structures and a central element at the entry.*



## D. Commercial/Mixed Use Landscape Design

Landscaping can enhance commercial architecture in a variety of ways. It can provide screening and shading of parking lots and structures, complement a building and unify the street. It can make the shopping experience more pleasant by providing shade and attractive visual elements.

The commercial landscape design regulations and guidelines address landscaping of parking lot and building setbacks, parking lot interiors, and, in auto-oriented zones, building setbacks.

**Figure II-11 Landscaping Examples**

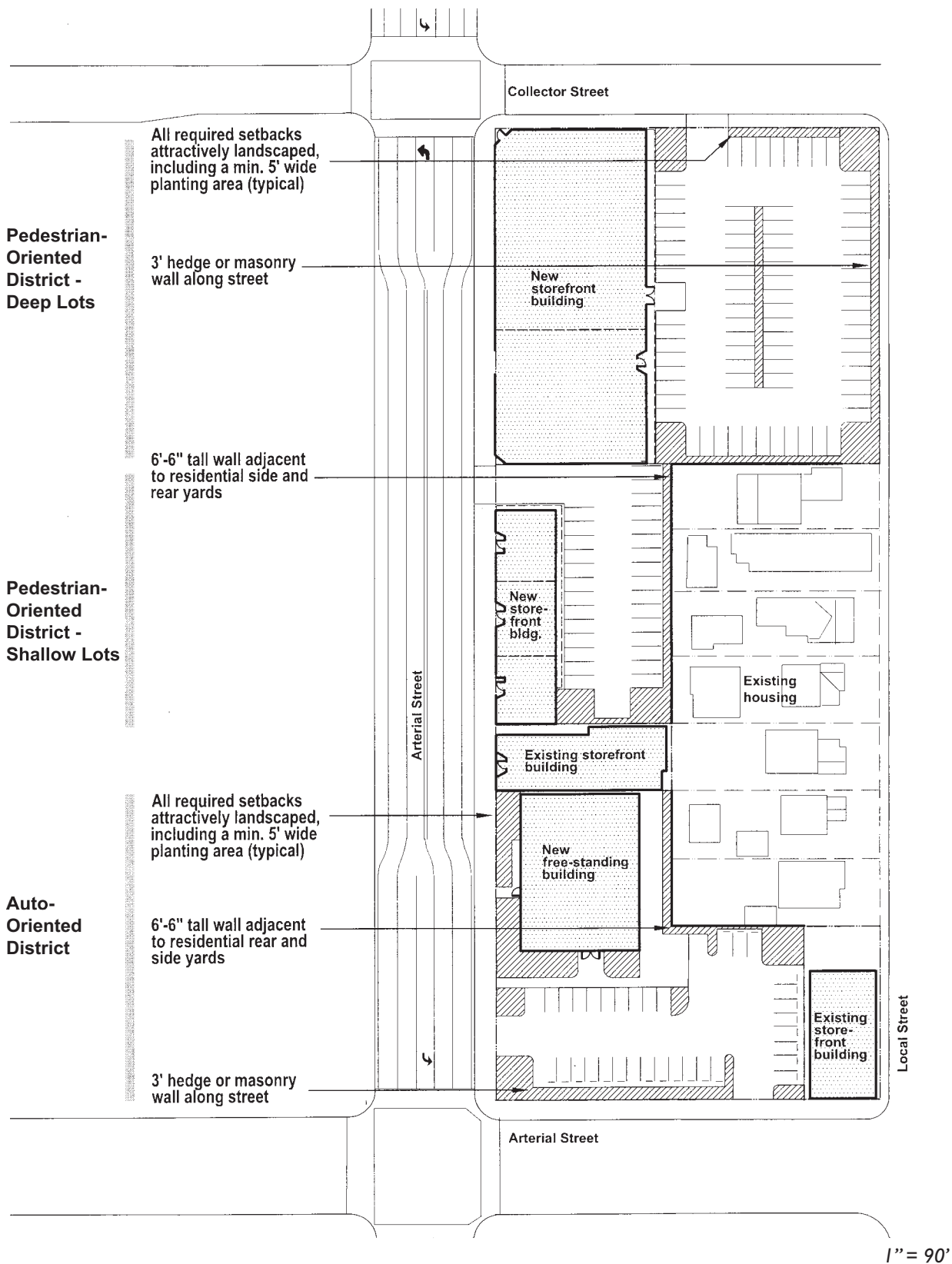


**Table II-3 Commercial/Mixed Use Landscape Design Guidelines**

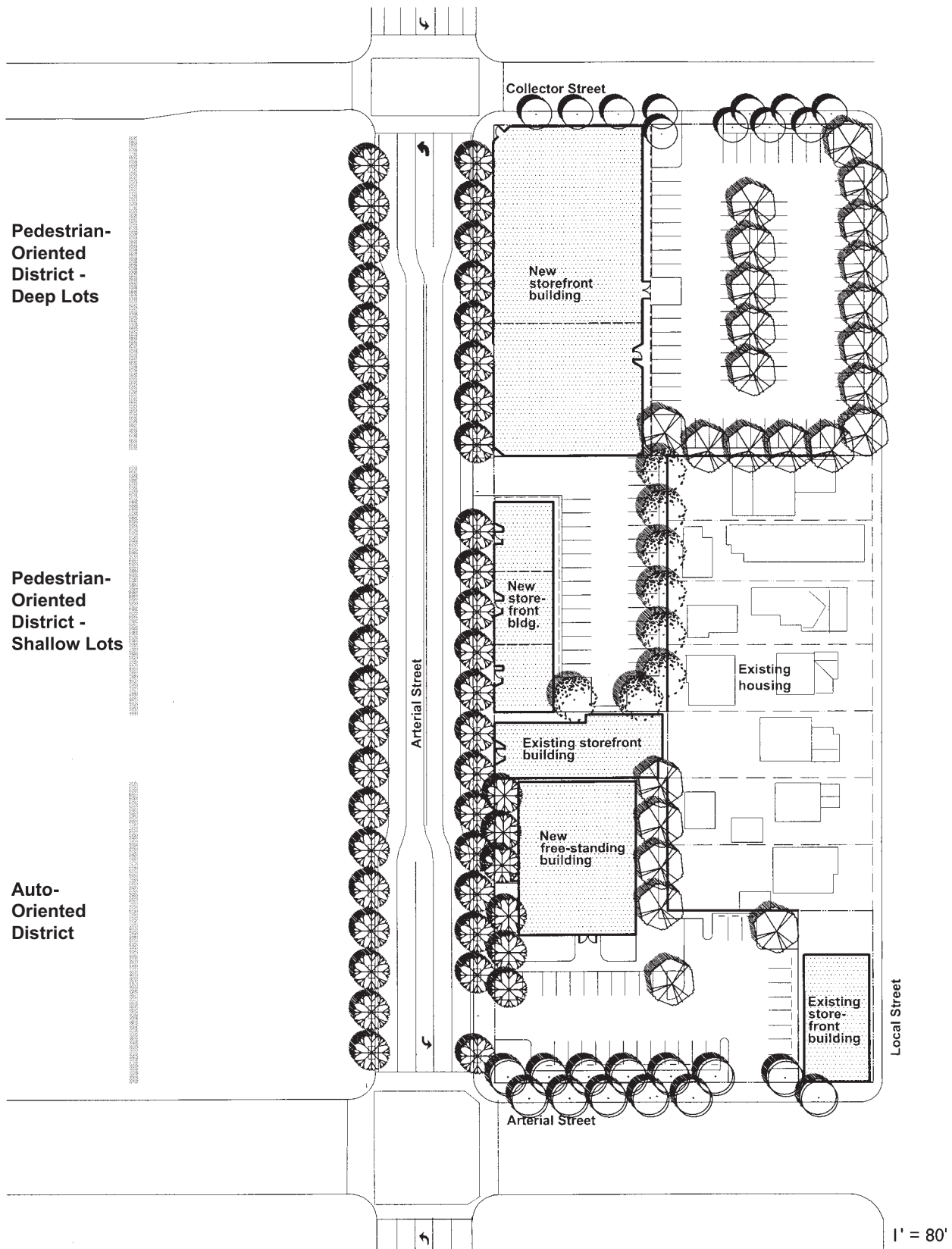
TOPIC	GUIDELINE
<b>Landscaping of Required Setbacks</b>	All required setback areas, except those abutting alleys or used for outdoor dining, should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle. Decorative features, such as paving, rock work, fountains and ponds, may be used if consistent with site design and architectural style.
<b>Landscaping of Parking Lots</b>	
Perimeter screening	
Adjacent to residential district	A minimum 6'-6" solid wall (not a wood fence) should be provided where a commercial parking lot abuts the rear or side yard of a residential lot. The wall should be 3' where its abuts the front yard of a residential lot.
Adjacent to a residential district across an alley	One of the following should be provided adjacent to an alley with residential zoned or developed lots located across the alley : a minimum 6'-6" solid wall (not a wood fence); or a hedge of broad-leaf evergreen shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet) from 15-gallon containers planted 5' on center; or 6-10' tall clumping (not running) bamboo to provide a continuous green hedge at least 6' tall; or a combination of a solid wall and a hedge or row of trees.
Adjoining public street	A solid, compact hedge of shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet), that are 2' tall and 2' on center when planted and are maintained at a height of 3' or a minimum 18' tall planter or berm with a minimum 1' tall hedge should be provided. The 3' masonry wall permitted by zoning regulations is not recommended because the wall footing will reduce root volume in soil for required perimeter trees.
Parking lot shading	<i>Perimeter</i> - a continuous row of canopy trees from 36" boxes planted 18 - 27' on center (1 tree per 2 or 3 spaces) depending on canopy spread should be planted in the required landscaped setback area to shade both the perimeter parking space and the adjacent sidewalk. <i>Interior</i> - 1 tree per 4 parking spaces (excluding spaces shaded by perimeter trees) should be planted throughout the parking lot to provide shading of 50% of the parking within 10 years of planting. To achieve this goal, trees should be standard in form (single trunk), have spreading canopies that will reach a diameter of 35' within 10 years, and should be planted in a minimum planting area of 60 square feet/tree without root barriers. Where aisle widths permit, a continuous planting area 5' wide, excluding curbs, should be provided between parking aisles. Cars may overhang the curb (6") and 18" of the planting area. Trees should be planted in line with parking space striping where possible to minimize bumper contact in the event that cars back in to spaces. Wheel stops should be installed to prevent vehicles from overhanging required landscaped areas. Numerous species of trees, both evergreen and deciduous, are appropriate for parking lot planting. A list of commonly used street and parking lot trees can be found in "Street Trees Recommended for Southern California" (2nd Edition), published by Street Tree Seminar, Inc. (714-991-1900). Landscape Architects can provide a more extensive range of choices.
Parking structures	Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree that will obtain a mature height not less than the height of the structure per 20 linear feet of structure perimeter. Appropriate tree species for this condition are tall narrow trees, such as <i>Hymenoporus flavum</i> (Sweetshade). In addition, all sides of the structure must be screened with vines or other approved screening.
<b>Landscaping of Alleys</b>	Landscaping should be incorporated into alleys and rear yards as feasible.
<b>Substitutions</b>	Because the 15' spacing required by zoning regulations for 24" box trees is too close for shade trees with spreading canopies, the following options, consistent with the permitted substitutions: 1) plant 36" box trees, spaced 20 - 30 feet apart (depending on species) 2) alternate big and small trees at the required 15' spacing.
<b>Landscaping Over Parking Garages</b>	Landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted.
<b>Paving</b>	Paving should be kept to a minimum in required setback areas. Permeable paving materials should be used throughout the site, including parking lots.



**Figure II-12 Required Landscape Setbacks and Screening**



**Figure II-13 Illustrative Use of Required Plant Materials**



## E. Application of the Design Guidelines to Pedestrian-Oriented Districts in North Long Beach

Encouraging pedestrian-oriented shopping in North Long Beach is a high priority for the community. There are three primary locations where storefront buildings are occupied by retail uses that generate pedestrian activity along the street and have the potential for increased pedestrian activity. The most successful of these is Bixby Knolls, for which a separate set of design guidelines has been prepared.

The North Village Center, which extends one block south and one block north of South Street on Atlantic Avenue, has been identified by the North Long Beach Strategic Guide as the primary pedestrian-oriented shopping district and proposed community focus for the area north of Bixby Knolls. Prior to formulation of the Strategic Guide, a facade improvement program had been undertaken along the west side of street south of South Street. The North Village Center is also slated for streetscape improvements, including widened sidewalks south of South Street, street trees, pedestrian-scale street lights, and enhanced sidewalk paving. Proposed streetscape improvements are illustrated on page 28.

Old Virginia City, located at the intersection of Long Beach Boulevard and Market Street, is a relatively active retail district that serves the local community, with grocery stores, restaurants, dry cleaners, sporting goods public facilities and other businesses. As the original settlement in the North Long Beach area, it is important to the city's history and contains several buildings that are noteworthy from an architectural or historical perspective.

These attributes are similar to those of many small downtown districts throughout the country that have benefited from the implementation of design guidelines, in the context of a broader revitalization program, to both preserve historic character and stimulate pedestrian-oriented retail activity. The remainder of this section illustrates how implementation of the North Long Beach Design Guidelines can play an integral part in the revitalization of a pedestrian oriented shopping district like Old Virginia City.

**Design Guidelines as Part of an Overall Revitalization Program.** Key objectives for the Old Virginia City commercial district include: 1) preservation/renovation of existing buildings, 2) economic revitalization, and 3) enhancement of the pedestrian orientation of the district. The approach to revitalization established by the National Trust for Historic Preservation's Main Street program, which has been successful in hundreds of similar situations throughout the country, is recommended. Key actions include:

- ❑ A facade improvement program, in conjunction with an historic survey of individual buildings in the district and the district as a whole, to bring out and build upon the

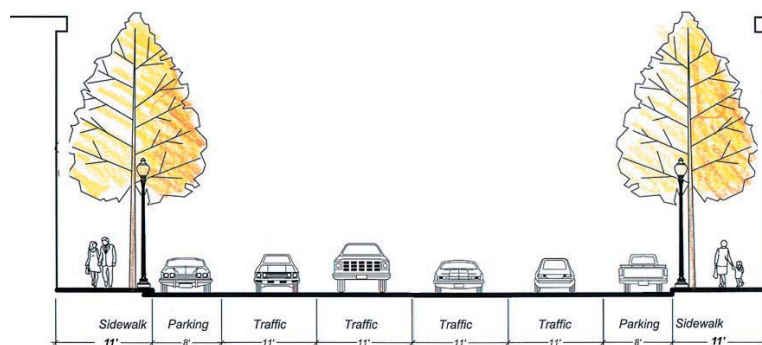
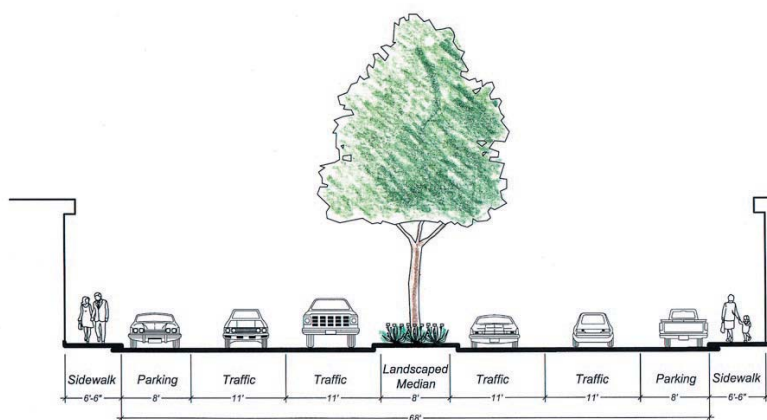


Phase 1 land use changes proposed by the Strategic Guide.

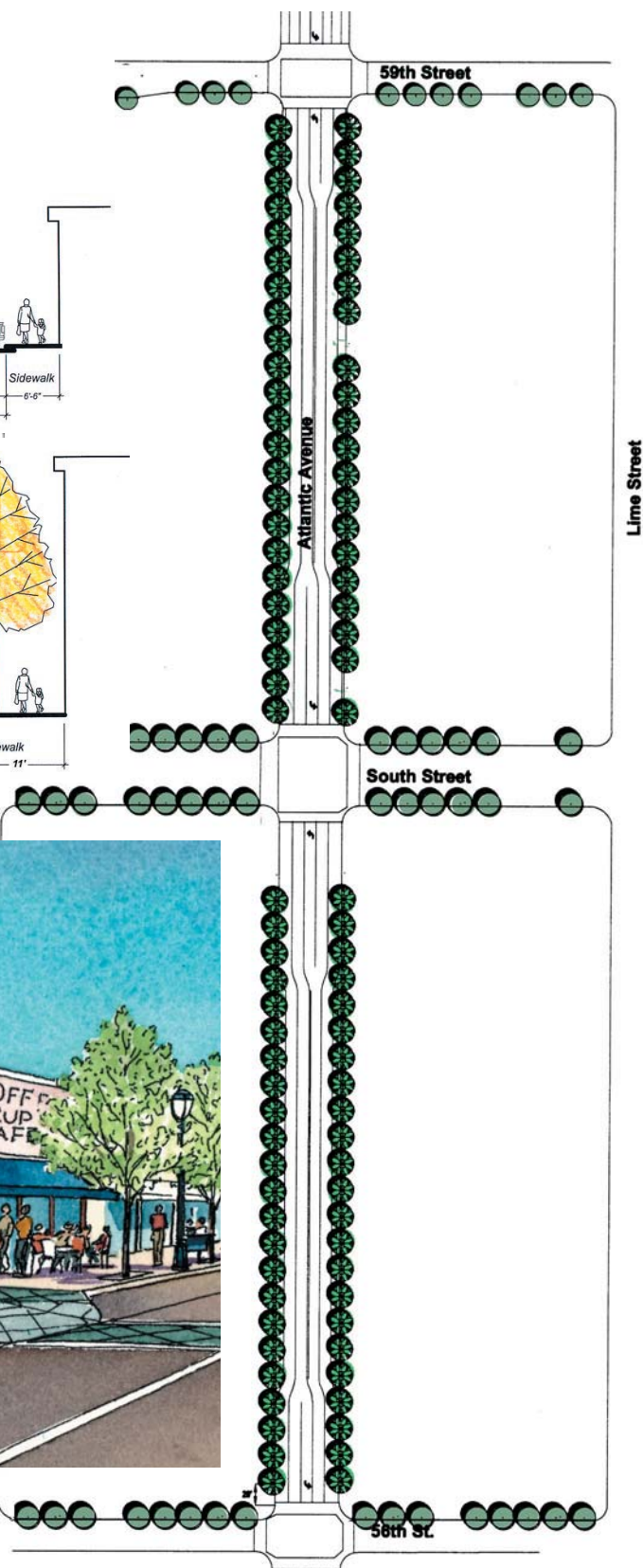


Phase 2 land use changes proposed by the Strategic Guide. 1" = 90'





Widened sidewalks, curb extensions at midblock crosswalks, enhanced sidewalk and crosswalk paving, street trees, pedestrian lights and furnishings are proposed be installed in the next few years. The existing median would be removed to accommodate the widened sidewalks.





existing historic character of the district and of key buildings.

- ❑ An economic development strategy aimed at attracting a mix of uses that will both provide neighborhood services and complement the historic character of the district.
- ❑ One or more surface parking lots, ideally behind the existing storefront buildings or on vacant parcels.
- ❑ Streetscape improvements, including corner curb extensions at crosswalks, enhanced crosswalk paving, street trees that will achieve a large enough size to provide scale to the street, and pedestrian-oriented street lights and furnishing.
- ❑ A merchants associations that provides coordinated advertising, promotions and events.

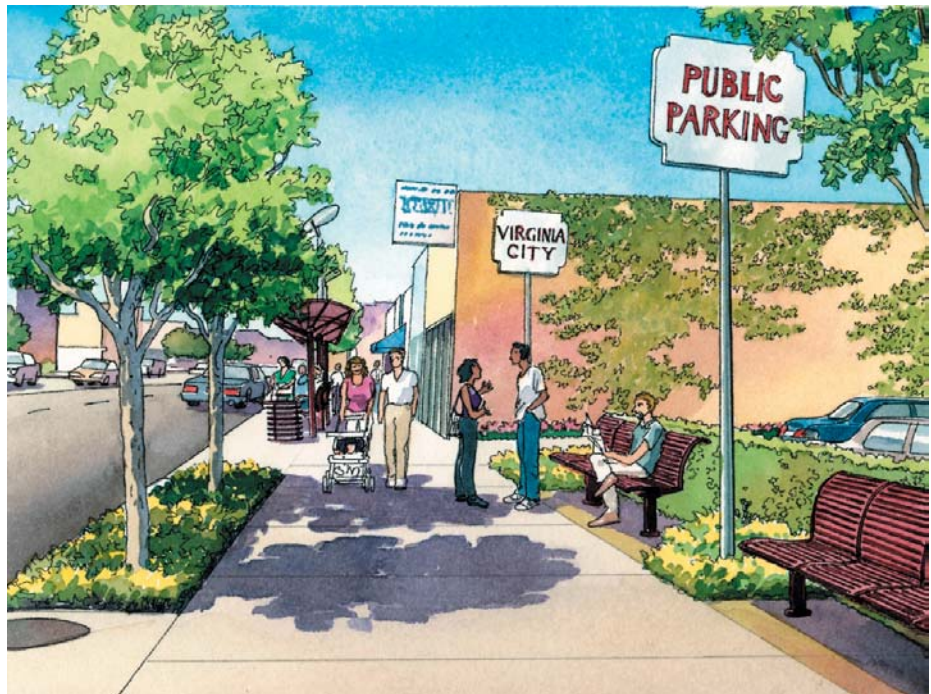
**Illustrative Application of Design Guidelines.** The following examples illustrate the range of improvements that could be made through the implementation of the North Long Beach Design Guidelines in Old Virginia City. The buildings shown here have not been researched with respect to their architectural or historic character. Without historic surveys to establish the period of significance for the district and to determine the characteristics of each building during that period, accurate design responses cannot be determined.

However, for the purposes of illustrating the range of design approaches that might be taken in this district, the examples on the next few pages make some assumptions about the defining characteristics (if any) of the buildings illustrated in order to represent the range of building characteristics and conditions in the Old Virginia City commercial district and possible design responses. Those characteristics and conditions include:

- ❑ Known or potential historic landmark status buildings that require little or no facade improvements, just on-going maintenance and pedestrian-oriented uses. The Masonic Hall is an example of this building type. The masonry walls are well maintained. However, the original storefronts have been replaced by aluminum storefronts with tinted glass. Elements of the original storefronts, including solid bulkhead, which were likely tile, could be reintroduced, along with more appropriate awnings and signage.



The solid red line shows the area designated by the Strategic Guide as a Neighborhood Commercial Node. That area and the area bounded by dashed lines were designated in the Streetscape Enhancement Master Plan for improvements to reinforce the existing pedestrian-oriented and historic character of the former Virginia City town center.





- ❑ Buildings with a distinctive architectural style that may qualify for landmark status and that require minimal facade improvements to bring out their historic character. The architectural and potentially historic character of the Art Deco Furniture Warehouse Building, for example, would be enhanced by appropriate paint, replacement of tile bulkheads and signage. Awnings and lighting may also be appropriate.
- ❑ Buildings with a distinctive architectural style whose defining characteristics have been slightly altered, covered or removed and whose architectural and potentially historic character could be revealed by removing elements that cover the original building and restoring elements that have been removed.

The two-story vernacular storefront building, occupied by the Full Wok Chinese Restaurant, illustrates this building type. It may benefit from removing the stucco on the first-floor facade and restoring the tile pilasters and bulkheads, as well as appropriate signage and lighting. This building was likely constructed with wood storefronts which were later replaced with aluminum. While it is typically not feasible to replace the aluminum storefront

with wood, it is possible to restore elements such as the solid bulkheads under the display windows.

- ❑ Buildings that 1) may have possessed a distinctive architectural style, but whose defining characteristics have been altered to the extent that little of its original architectural character remains and would be difficult to re-create or 2) had no distinctive style.

The masonry buildings on the southeast corner of Long Beach Boulevard and Plymouth Street may typify this building type. They may have had either exposed brick or stuccoed facades. They had tile bulkheads and columns, most of which are still in place and are just painted over or covered up. If the buildings were originally stuccoed, it would be appropriate to retain that finish. If they were originally brick, it may be preferable to remove the stucco and expose the brick. On the other hand, the stucco may be integral to the buildings' seismic retrofit and cannot be removed without significant structural changes or it may simply be too costly for the property owners to remove the stucco and repaint the brick. In that case, the buildings can be painted. In either case, they can be renovated to be compatible with their more



The Masonic Hall building on the northwest corner of Long Beach Boulevard and Plymouth St. is well-maintained, but could benefit from restoration of historic storefront elements and more appropriate awnings and signage.



The architectural character of this Art Deco building is relatively intact. Its biggest problems are excessive (and illegal) signage and deterred maintenance.



Paint, replacement of missing tile bulkheads, and signage that complement the building style, as well as awning and facade lighting would reinforce its architectural character and make it more attractive to tenants and customers.



Street trees, pedestrian lighting and other streetscape improvements will add another layer of visual interest and help to unify the district.





distinctive neighbors and to contribute to the overall character of the district by restoring the existing tile bulkheads and replacing those that are missing, and by adding awnings, compatible signage and facade lighting.

Most of the buildings in Old Virginia City would benefit from a reduction of sign clutter. Some have so many wall and window signs that it is difficult to determine the business name and what it is selling, much less to see what is in the display windows. As the stucco building example demonstrates, the use of different colors and simple signage can give greater visibility and identity to a business than a wall of competing signs.

Many buildings would also benefit from more attractive security grilles. The common exterior grilles hide the display windows and facade, which could be advertising the business even when it is closed. Exterior grilles also make buildings look unsafe or even abandoned when they are closed during the day. In contrast, grilles that are inside the storefront, either directly behind the window, or better yet, setback behind the display, are much less obtrusive and allow the window displays and signs to advertise 24 hours a day.



*The first-story facade of this masonry building has been stuccoed and tile bulkheads and columns have been removed or covered.*



*This building can be returned to its original appearance fairly easily, with the removal of the stucco, replacement of tile bulkheads and columns and painting of second-story windows, as well as compatible signage.*



*Street trees and other pedestrian amenities will help unify this building with others in the district.*





In some cases, it may be appropriate or necessary to retain the stucco finish on masonry buildings, for example, if it has always been stuccoed or if removing the stucco would affect the seismic safety system with which the building was retrofitted. In such circumstances, other elements of the buildings' architectural character may be restored, such as the tile bulkheads and other storefront elements. In addition, awnings, signage and lighting that are compatible with the pedestrian-oriented of the district and the character of the architectural landmarks in the district can be added.

Streetscape improvements can further enhance the pedestrian orientation of the buildings.







### III. RESIDENTIAL DEVELOPMENT GUIDELINES

#### A. Overview

As noted in the Introduction, these design guidelines are intended to serve as a guide for property owners and developers who are planning new development projects or renovation of existing structures in North Long Beach and for City staff who review those projects. These design guidelines supplement zoning regulations and do not include development standards already contained in the zoning regulations. The zoning regulations should be thoroughly reviewed prior to beginning the development process.

#### Housing Design Problems and Opportunities

Far too much of the multifamily housing constructed in recent years is poorly designed, with few amenities for residents and is a detriment, rather than asset, to its neighborhood. Parking is visible from the sidewalk. Apartment buildings overwhelm neighboring structures and ignore the established neighborhood character. Side and rear yards are paved with concrete and asphalt. Units are accessed from interior corridors that are filled with the stale smells of cooking and cigarette smoke. There is little or no usable outdoor space, especially outdoor space for children to play.

The City of Los Angeles Housing Department evaluated a series of successful housing developments throughout California that ranged in density from 13 to more than 100 units per acre. The projects are described in a publication entitled "Good Neighbors: Housing that Supports Stable Communities", which identifies a series of elements that contributed to the success of those projects. Those elements provide a solid foundation for housing design in North Long Beach..



*Single-family homes facing the street. This example is the Renaissance Walk homes on Atlantic Avenue south of the 405 Freeway (14 units per acre).*



*Infill duplex with units that are not side-by-side and garages in back (17 units per acre).*



*2-3 story infill multi-family housing with subterranean parking (40 units per acre)..*





**1. Put cars in their place.** While parking was successfully accommodated in a variety of ways (above and below grade, and on the surface at the perimeter, in the middle or even in the front), in all cases, it was a subordinate element and did not overwhelm the housing. The Long Beach zoning regulations require that parking be enclosed in a garage. To avoid becoming the dominant element, garages for single family homes, duplexes and townhomes can be detached and located at the rear of the lot (with alley access if possible) or, if attached, integrated into the architecture of the building. Parking for multifamily housing can be subterranean or partially subterranean with berms and landscaping to screen the garage from the view of the people on the street and sidewalk.



*Although the garages of these small-lot single family homes are attached, they do not overwhelm the architecture.*

**2. Respect existing neighborhoods.** Each of the successful projects respected the massing, scale and architectural character of its neighborhood. Most reinforced valued historic characteristics of the existing community by incorporating elements of their scale and building form into the design.



*This Santa Monica housing emulates the detailing and character of bungalows in the neighborhood.*

**3. Include the street.** Much of the future housing development in North Long Beach will be located on shallow lots along major streets. Those streets need to be included in the design of each housing project. Parkways and street trees, together with landscaped setbacks, create the front yard and buffer the housing from traffic. With an attractive front yard, entries can be oriented along the street.



*Parkways, street trees and landscape setbacks create the front yard environment.*

**4. Provide places for residents to spend time outdoors.** While the amount of open space varied among the successful projects, they all make good use of what was available, by providing a combination of common outdoor recreational areas and private gardens, patios and porches. Common open space in courtyards, in particular, can provide a protected play area for children.



*Play areas for children can be incorporated into common area.*



**5. Value trees and landscape.** Most of the projects evaluated used landscaping to soften building forms and to screen harsh urban environments. Side and rear yards are landscaped and paving is limited to functional areas, such as walkways, terraces and patios. Where parking is below grade, the building design can provide at-grade areas in key locations for large trees.



*Landscaping can be incorporated over parking decks, as shown here. At-grade landscape areas should be provided whenever possible to accommodate larger trees.*

**6. Bring architecture to the sides and back.** The design of the street facade is continued through to the sides and interior facades. In addition, the side and rear yards are landscaped and incorporate usable open space.



*The architecture and materials on the sides is the same as the front with balconies incorporated for use and views.*

## II. Residential Development Guidelines

**7. Celebrate sunlight.** Allowing natural light (an ventilation) into living areas is a key to the success of all the .

**8. Offer apartment dwellers a vision of “home.”** The most successful housing developments provide residents with a positive and memorable environment. The sense of “home” can be provided in a variety of ways, for example, the use of a traditional building form with sloped roofs and massing and details that might be taken from a house, including a front porch or the incorporation of distinctive common open spaces.



*Individual entries from the street with a street address can make an apartment feel more like a home.*

## B. Residential Site Planning Guidelines

The focus of the Strategic Guide is on infill housing along major streets. A key consideration is the orientation of the residences relative to the major street. Should the entries face the street or, if there is sufficient lot size and depth,, should they be oriented inwardly? New infill development should take its cue from the development pattern of the surrounding neighborhood.

On Long Beach Boulevard north of the 710 Freeway, existing single-family homes on the west side of the street are set back behind a landscaped median and frontage road. There is not room for a frontage road on the east side. To provide a buffer from the street, homes can either 1) face the street with a 20' front yard setback or 2) face the alley with rear yards and a landscaped setback along the street. In either case, there will also be a landscaped parkway with street trees.

Key objectives of the site planning guidelines include subordinating the car, respecting the neighborhood and providing usable open space.



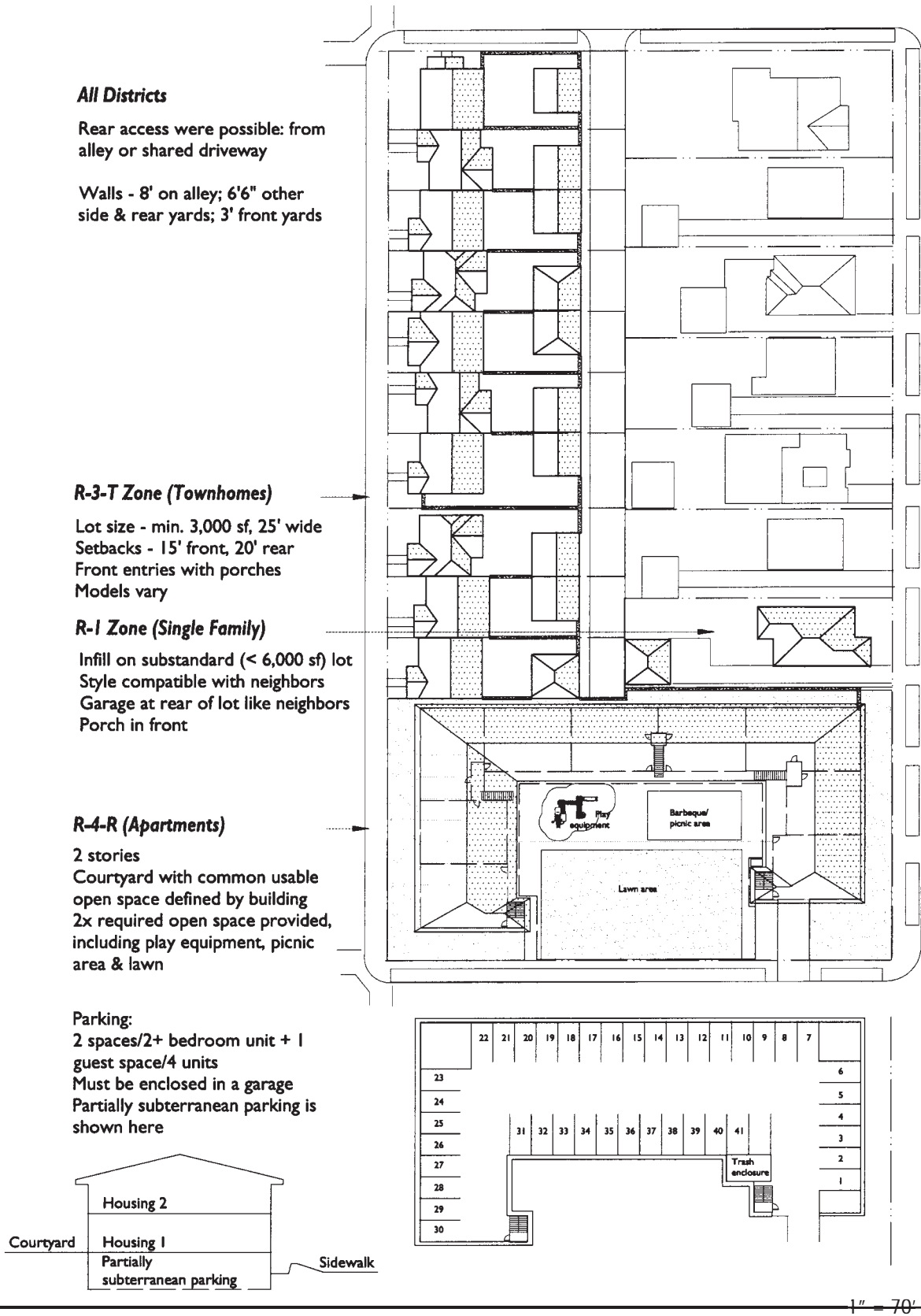
**Table III-I Residential Site Planning Guidelines**

TOPIC	GUIDELINE
<b>Accessory Structure Setbacks</b>	
Garages	Garages at the back of the lot are strongly encouraged. In the rear half of a lot, garage may be located directly on one rear and one side property line, provided the other side is at least 3' wide (except for permitted projections) and the structure is not located in the street side yard of a corner lot.
Trash Receptacles	In development with 4 or more units, enclosed common trash areas must be provided in sufficient quantity to accommodate all refuse generated. In developments with less than 4 units per lot, trash receptacles may not be stored in the alley. They should be stored out of public view, either in the garage or in a designated trash enclosure and brought out onto the driveway apron the evening before trash pick-up and taken in the evening after.
Traffic Visibility	A 6' x 6' corner cutoff must be provided at all intersections of streets, driveways and alleys. Nothing may impede visibility from 3' to 8' in height. Chain link and ornamental metal fences higher than 3' are permitted in the corner cutoffs.
<b>Usable Open Space</b>	
Courtyards	Courtyards are encouraged as they provide protected common open space that is large enough to be usable for residents. In the R-4 Districts, usable common open space should be maximized and buildings should be used to define and enclose common open spaces. The minimum dimensions of a courtyard should be equal to the height of the enclosed courtyard building walls, measured from the ground elevation to the eaves line or from the edge of any balcony that projects into the courtyard, but need not exceed 55'. If 50% of the courtyard width is open to the street, the front yard setback that is an extension of the courtyard may be included in the minimum dimensions.
Open Space Hierarchy	Public, communal and private open spaces should be clearly distinguishable from one another.
<b>Curb Cuts/Driveways</b>	
Location	Vehicular access should be taken from a paved alley whenever possible and driveway access directly from the street should be minimized.
Width	Curb cuts should be the minimum width required by Zoning to minimize pedestrian conflicts.
Design of Driveways to Rear Lot Garages	Driveways that provide access from the street to the back of the lot are encouraged to be designed to serve as outdoor space as well as for vehicular access (although it does not qualify as usable open space to meet zoning regulations). Attractive paving patterns, grasscrete or a mix of concrete pavers and plant materials is encouraged.
<b>Neighborhood Compatibility in R-1, 2 and 3 Districts</b>	
	Entrances and windows, not garages, should be the dominant elements of the front facades. Front-facing porches are encouraged. In a project with more than 10 units, at least 75% of the unit should have front-facing entry porches. The width of a garage located at the front of a lot should be less than half the width of the lot. On corner lots, the sides of buildings should be planned so both facades enhance the street.
<b>Access and Security In R-4 Districts</b>	
	Ground floor units should have direct access from streets and common spaces. Units should provide "eyes on the street" security by orienting toward streets and common areas. Site entries, both pedestrian and vehicular, should be distinguished by entry elements such as columns or arbors and changes in texture, materials and form.



TOPIC	GUIDELINE
<b>Alleys</b>	Landscaping should be provided adjacent to alley garage entries where feasible. Typically, pockets of landscaping can be provided between garages.
<b>Exterior Lighting</b>	<p>Exterior lighting should be designed for specific tasks, including illumination of paths, entry ways, parking, streets and common areas.</p> <p>Each light should be mounted on poles or posts that are only as tall as is needed to accomplish its particular task and typically should not exceed 12'.</p> <p>Fixtures should incorporate cutoffs to screen the light sources from the view of residences and motorists.</p> <p>Fixtures and poles/posts should be consistent throughout the project.</p> <p>Street lights should reflect neighborhood standards; on major and minor arterials, they must be as specified in Section V. Streetscape Design Guidelines.</p>

**Figure III-1 Residential Site Planning**





## C. Residential Building Design Guidelines

Key objectives of the residential building design guidelines include:

- ❑ Subordinating cars
- ❑ Respecting the neighborhood - by not overwhelming the neighbors and incorporating compatible design elements.

- ❑ Consistent architecture on all sides
- ❑ Providing sunlight, natural ventilation and privacy.
- ❑ Quality design, materials and finishes.
- ❑ Variety of forms within a consistent style.
- ❑ Creating not just a housing unit but a home.

*In the past, residential buildings were designed to be compatible with their neighbors, both in scale and style.*



*Today new buildings are often insensitively designed both with respect to scale and style.*

*This apartment building transitions both in scale and style to be compatible with its single-family neighbor.*



*An appropriate face lift can transform any building.*

*As these housing developments show, good design and higher density are not mutually exclusive. Housing in cities like Pasadena, San Diego and San Francisco have provided a sense of scale, quality design and an attractive living environment along major streets.*



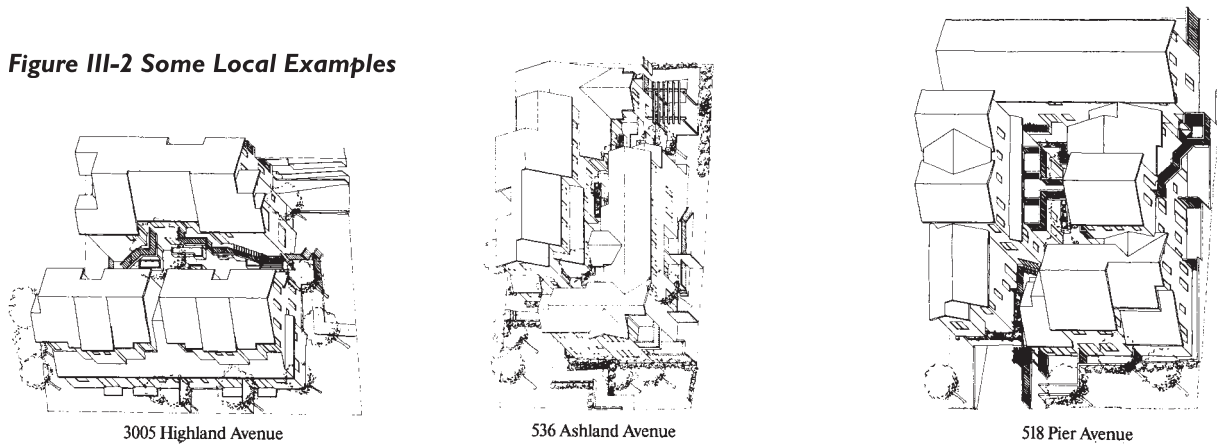
**Table III-2 Residential Building Design Guidelines**

TOPIC	GUIDELINE
<b>Architectural Design</b> All Housing Types	<p>The architecture within a housing development project should reflect a common vocabulary of building massing, forms, architectural elements and materials, and at the same time, express variation among individual buildings.</p> <p>Building design should draw upon and complement noteworthy architecture in the surrounding neighborhood.</p> <p>All facades should be well-composed and articulated. In particular, careful attention should be given to the exterior as well as interior pattern of windows.</p> <p>Larger wall and roof planes should include 3-dimensional design features such as chimneys, balconies, bay windows, windows and/or dormers.</p> <p>Roofs on a building and its garage generally should be consistent, employing the same roof type (hipped, gabled or flat), slope and materials.</p> <p>Roof forms should cover the entire width and depth of a building. Superficial roof forms, such as mansards, affixed to the buildings are not permitted.</p> <p>Stairways, fences, trash enclosures and other accessory elements should be designed as integral parts of the building's architecture.</p>
Single-Family Homes	<p>Block frontages should include at least 3 distinct models, plus variations for corner lots. Homes of the same model may not occur on adjacent lots.</p> <p>Each block face should include a variety of 1- and 2-story elements and both horizontal and vertical articulation.</p> <p>Each individual building should employ a single architectural style, rather than a mix of different styles. All facades of a building, including sides and rear, should employ the same style and have the same vocabulary of forms, details and materials.</p> <p>Variation among buildings should be provided through variations in building design within the same architectural style or, for larger projects, the use of different, compatible styles if such a mix is found in the surrounding neighborhood.</p>
Multi-family Housing	<p>A multi-family housing project should employ a common vocabulary of forms and architectural elements.</p> <p>Visual interest should be created by articulation of facades and variation in forms and color.</p> <p>Each façade should be well composed, articulated and consistent and all facades should employ the same architectural style and have the same vocabulary of forms, details and materials..</p> <p>Building forms should be articulated by varying roof heights and wall planes. Long, unbroken facades and large, unarticulated wall and roof planes are not permitted.</p> <p>3-dimensional elements, such as chimneys, balconies, bay windows and/or dormers, may also be used to break up large wall and roof planes.</p> <p>Portions of multi-family buildings that face or are directly adjacent to single-family homes should be designed as or to appear as homes of a similar scale.</p> <p>False fronts are not allowed.</p> <p>Individual entries with individual front porches that face either the sidewalk or a central courtyard are encouraged.</p> <p>A decorative paved walkway that is separated from and does not cross the driveway between the entry and the public right-of-way should be provided.</p>

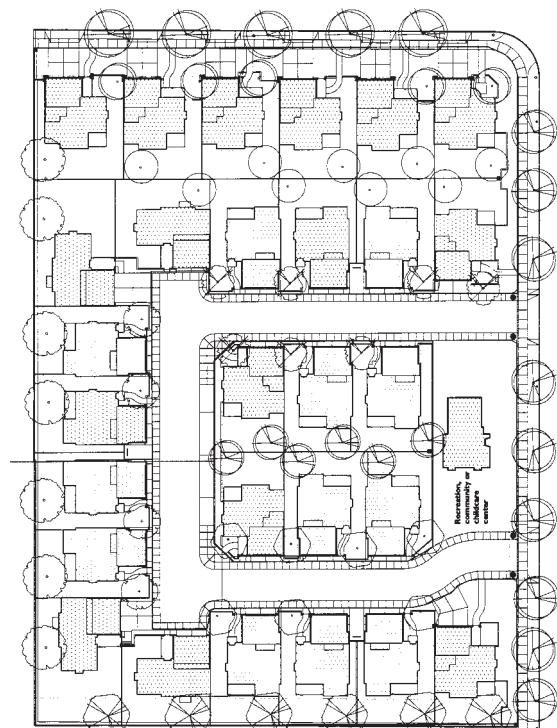


TOPIC	GUIDELINE
<b>Side-by-Side Units</b>	2 units on a lot in the R-2-N may be side-by-side if approved by the Planning Commission through site plan review.
<b>Materials, Finishes and Color</b>	
Single-Family Homes	No single-family dwelling may have metallic or metallic looking roofing or siding.
All Housing Types	<p>The choice of materials, finishes and colors should provide an enduring quality and enhance the architecture and massing of each building.</p> <p>All materials should be durable and of a high quality, for example, unglazed clay tile or architectural composition shingles for roofs and integrally colored or painted stucco, shiplap siding, wood shingles or board and batten wood siding for walls.</p> <p>All facades of a building should employ the same vocabulary of materials. For example, if the front façade is shiplap wood siding, the sides and rear should not be stucco.</p> <p>Materials that are short-lived, garish or insubstantial should be avoided, for example, glazed or painted tile, composition roll roofing and vinyl, T-111, plywood or composition shingles for walls.</p> <p>Stucco should have a smooth finish, such as a smooth trowel or fine sand float finish, or dash, rather than a textured, lace or rough sand finish.</p> <p>Painted surfaces should use colors that reinforce the architecture of the building and are compatible with natural materials, such as brick or stone, used in the overall project.</p>
<b>Natural Light and Air</b>	Natural light and cross ventilation should be provided in all rooms. The setbacks required by zoning regulations, in conjunction with operable windows, address the basic need for light and air.

**Figure III-2 Some Local Examples**



The Ocean Park Housing Cooperative, designed by Appleton, Mechur & Associates for the Community Corporation of Santa Monica, is a series of village-like complexes located on 5 sites in the same neighborhood. Small, separate, 2-to-3-story buildings at densities of 40 units per acre with subterranean parking, incorporate variations in massing, roof lines, balconies and other architectural elements derived from the character of bungalows in the neighborhood. Each site is organized around a courtyard, with individual entries off the common court spaces, and private yards or decks behind.



These small lot homes, designed and developed by Mekeel/Vinson and located in Panorama City, provide home ownership opportunities at affordable prices. The homes, at 14 units per acre, are each approximately 1,700 square feet in size with a front and back yard. The project includes a child care center.



### III. Residential Development Guidelines

## D. Residential Landscape Design Guidelines

Landscaping can contribute greatly to neighborhood compatibility. It can give a housing development a unique personality. It can also provide shade and buffer the housing from the street. On-site landscaping of front, side, and rear yards, as well as courtyard spaces, can enhance the living environmental and help create outdoor living spaces that can be used year around in Long Beach.

Landscaping of adjacent parkways, including street trees that will achieve a significant scale at maturity, can transform the character of a housing development, as illustrated in the photographs. Landscaped parkways can also provide a buffer for both residents and pedestrians from traffic on the street.



*The landscape design of this apartment building on Atlantic Avenue, which incorporates both the site and parkway, contributes to the character of the building and makes it a more attractive living environment.*



*The trees in the top 2 photos will never achieve the scale of those in the lower 2 photos because they are planted in small tree wells with root barriers, instead of in parkways.*





**Table III-3 Residential Landscape Design Guidelines**

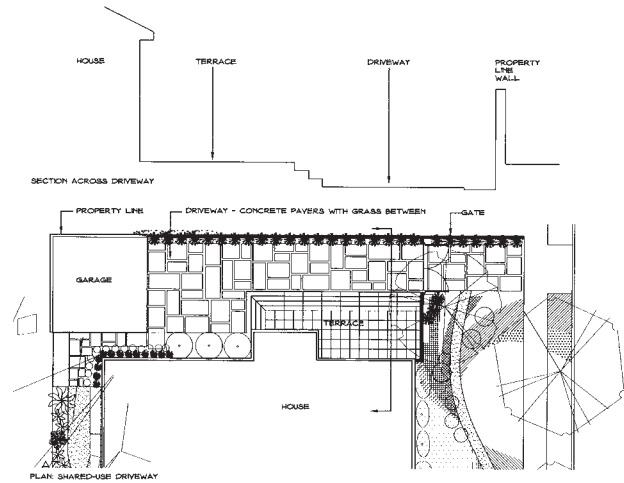
These guidelines apply to the R-3 and R-4 Districts and not to the R-1 and R-2 Districts.

TOPIC	GUIDELINE
<b>Landscaping of Required Setbacks</b>	All required setback areas, except those abutting alleys or used for outdoor dining, should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle. Decorative features, such as paving, rock work, fountains and ponds, may be used if consistent with site design and architectural style.
<b>Landscaping of Parking Lots</b>	
Perimeter screening	
Adjacent to residential district	A minimum 6'-6" solid wall (not a wood fence) should be provided where a commercial parking lot abuts the rear or side yard of a residential lot. The wall should be 3' where its abuts the front yard of a residential lot.
Adjacent to a residential district across an alley	One of the following should be provided adjacent to an alley with residential zoned or developed lots located across the alley : a minimum 6'-6" solid wall (not a wood fence); or a hedge of broad-leaf evergreen shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet) from 15-gallon containers planted 5' on center; or 6-10' tall clumping (not running) bamboo to provide a continuous green hedge at least 6' tall; or a combination of a solid wall and a hedge or row of trees.
Adjoining public street	A solid, compact hedge of shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet), that are 2' tall and 2' on center when planted and are maintained at a height of 3' or a minimum 18' tall planter or berm with a minimum 1' tall hedge should be provided. The 3' masonry wall permitted by zoning regulations is not recommended because the wall footing will reduce root volume in soil for required perimeter trees.
Parking lot shading	<i>Perimeter</i> - a continuous row of canopy trees from 36" boxes planted 18 - 27' on center (1 tree per 2 or 3 spaces) depending on canopy spread should be planted in the required landscaped setback area to shade both the perimeter parking space and the adjacent sidewalk. <i>Interior</i> - 1 tree per 4 parking spaces (excluding spaces shaded by perimeter trees) should be planted throughout the parking lot to provide shading of 50% of the parking within 10 years of planting. To achieve this goal, trees should be standard in form (single trunk), have spreading canopies that will reach a diameter of 35' within 10 years, and should be planted in a minimum planting area of 60 square feet/tree without root barriers. Where aisle widths permit, a continuous planting area 5' wide, excluding curbs, should be provided between parking aisles. Cars may overhang the curb (6") and 18" of the planting area. Trees should be planted in line with parking space striping where possible to minimize bumper contact in the event that cars back in to spaces. Wheel stops should be installed to prevent vehicles from overhanging required landscaped areas. Numerous species of trees, both evergreen and deciduous, are appropriate for parking lot planting. A list of commonly used street and parking lot trees can be found in "Street Trees Recommended for Southern California" (2nd Edition), published by Street Tree Seminar, Inc. (714-991-1900). Landscape Architects can provide a more extensive range of choices.
Parking structures	Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree that will obtain a mature height not less than the height of the structure per 20 linear feet of structure perimeter. Appropriate tree species for this condition are tall narrow trees, such as <i>Hymenoporus flavum</i> (Sweetshade). In addition, all sides of the structure must be screened with vines or other approved screening.
<b>Landscaping of Alleys</b>	Landscaping should be incorporated into alleys and rear yards as feasible.
<b>Substitutions</b>	Because the 15' spacing required by zoning regulations for 24" box trees is too close for shade trees with spreading canopies, the following options, consistent with the permitted substitutions: 1) plant 36" box trees, spaced 20 - 30 feet apart (depending on species) 2) alternate big and small trees at the required 15' spacing.
<b>Landscaping Over Parking Garages</b>	Landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted.
<b>Paving</b>	Paving should be kept to a minimum in required setback areas. Permeable paving materials should be used throughout the site, including parking lots.

**Figure III-3 Residential Landscaping Examples**



*Landscaping can enhance the value of new housing.*



*Both existing and new single-family homes with parking in the back can be designed so that driveways are usable outdoor spaces.*



*The alley in the upper photo would be more attractive with a little landscaping like the alley in the lower photo.*



*Courtyards over parking can be designed to incorporate landscaping, but some at-grade landscaped areas should be provided to accommodate large trees and landscaped areas that are not behind planter walls.*

## II. Residential Development Guidelines





## **IV. INDUSTRIAL DEVELOPMENT GUIDELINES**

### **A. Overview**

As noted in the Introduction, these design guidelines are intended to serve as a guide for property owners and developers who are planning new development projects or renovation of existing structures in North Long Beach and for City staff who review those projects. These design guidelines supplement zoning regulations and do not include development standards already contained in the zoning regulations. The zoning regulations should be thoroughly reviewed prior to beginning the development process.

The following industrial zoning districts are currently found in North Long Beach:

**IL** Light Industrial, industries whose primary operations occur entirely within enclosed structures and which pose limited potential for environmental impact on neighboring uses.

Examples: Between Atlantic and the River north of Artesia and south of South and East of Obispo

**IM** Medium Industrial, industries and industrial processes that involve more intensive operations than Light Industrial uses

Example: Cherry Industrial Circle (south of South and east of Obispo)

**IG** General Industrial, the "industrial sanctuary" district where a wide range of industrial uses that may not be desirable in other districts may locate, with an emphasis on traditionally heavy industrial and manufacturing uses.

Examples: west of Paramount; north of Artesia

### **B. Site Planning and Building Design Guidelines**

In the past as much attention was devoted to the design of industrial buildings and their landscape as to commercial buildings, reflecting the importance of industry to the economy. It is the goal of these guidelines to begin again to focus such attention on the City's new and renovated industrial buildings, re-establishing their importance to the City and the larger region.

**Table IV-I Industrial Site Planning and Building Design Regulations and Guidelines**

TOPIC	GUIDELINE		
Guidelines that Vary by Zoning District			
	Light Industrial <u>IL</u>	Medium Industrial <u>IM</u>	General Industrial <u>IG</u>
Maximum lot coverage by building			70%
Building setback from property lines			
Yards fronting on Local or Collector Street	6 ft.	6 ft.	6 ft.
Parking lot setback to yards fronting on Arterial	6 ft.	6 ft.	6 ft.
Yards abutting commercial, institutional or planned district	6 ft.	6 ft.	6 ft.
Yards abutting industrial district	0 ft.	0 ft.	0 ft.
Outdoor storage			
Location	only in rear yard	only in rear yard	only in rear yard
Screening from view of public ROW or adjacent property		By solid screen 15 ft.	
Guidelines that Apply to All Zoning District			
Crime Prevention	<p>An alarm system should be installed in each tenant space; surveillance cameras may be appropriate at primary entries.</p> <p>Exterior pay phones should not be installed.</p> <p>Exterior roof access should not be provided.</p> <p>The site address should be visible and illuminated.</p> <p>Site lighting should be on automatic timers to provide illumination during all hours of darkness. Areas under canopies and awnings should be illuminated. Metal halide lights is recommended.</p> <p>Tree canopies should be pruned up above 7' Hedges, other than those around parking lot perimeters should not exceed 24". Planting and lighting should be coordinated to avoid obstruction of illumination.</p>		

**Table IV-2 Industrial Landscape Design Guidelines**

TOPIC	GUIDELINE
<b>Landscaping of Required Setbacks</b>	All required setback areas, except those abutting alleys or used for outdoor dining, should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle. Decorative features, such as paving, rock work, fountains and ponds, may be used if consistent with site design and architectural style.
<b>Landscaping of Parking Lots</b>	
Perimeter screening	
Adjacent to residential district	A minimum 6'-6" solid wall (not a wood fence) should be provided where a commercial parking lot abuts the rear or side yard of a residential lot. The wall should be 3' where it abuts the front yard of a residential lot.
Adjacent to a residential district across an alley	One of the following should be provided adjacent to an alley with residential zoned or developed lots located across the alley : a minimum 6'-6" solid wall (not a wood fence); or a hedge of broad-leaf evergreen shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet) from 15-gallon containers planted 5' on center; or 6-10' tall clumping (not running) bamboo to provide a continuous green hedge at least 6' tall; or a combination of a solid wall and a hedge or row of trees.
Adjoining public street	A solid, compact hedge of shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet), that are 2' tall and 2' on center when planted and are maintained at a height of 3' or a minimum 18' tall planter or berm with a minimum 1' tall hedge should be provided. The 3' masonry wall permitted by zoning regulations is not recommended because the wall footing will reduce root volume in soil for required perimeter trees.
Parking lot shading	<i>Perimeter</i> - a continuous row of canopy trees from 36" boxes planted 18 - 27' on center (1 tree per 2 or 3 spaces) depending on canopy spread should be planted in the required landscaped setback area to shade both the perimeter parking space and the adjacent sidewalk. <i>Interior</i> - 1 tree per 4 parking spaces (excluding spaces shaded by perimeter trees) should be planted throughout the parking lot to provide shading of 50% of the parking within 10 years of planting. To achieve this goal, trees should be standard in form (single trunk), have spreading canopies that will reach a diameter of 35' within 10 years, and should be planted in a minimum planting area of 60 square feet/tree without root barriers. Where aisle widths permit, a continuous planting area 5' wide, excluding curbs, should be provided between parking aisles. Cars may overhang the curb (6") and 18" of the planting area. Trees should be planted in line with parking space striping where possible to minimize bumper contact in the event that cars back in to spaces. Wheel stops should be installed to prevent vehicles from overhanging required landscaped areas. Numerous species of trees, both evergreen and deciduous, are appropriate for parking lot planting. A list of commonly used street and parking lot trees can be found in "Street Trees Recommended for Southern California" (2nd Edition), published by Street Tree Seminar, Inc. (714-991-1900). Landscape Architects can provide a more extensive range of choices.
Parking structures	Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree that will obtain a mature height not less than the height of the structure per 20 linear feet of structure perimeter. Appropriate tree species for this condition are tall narrow trees, such as <i>Hymenoporum flavum</i> (Sweetshade). In addition, all sides of the structure must be screened with vines or other approved screening.
<b>Landscaping of Alleys</b>	Landscaping should be incorporated into alleys and rear yards as feasible.
<b>Substitutions</b>	Because the 15' spacing required by zoning regulations for 24" box trees is too close for shade trees with spreading canopies, the following options, consistent with the permitted substitutions: 1) plant 36" box trees, spaced 20 - 30 feet apart (depending on species) 2) alternate big and small trees at the required 15' spacing.
<b>Landscaping Over Parking Garages</b>	Landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted.
<b>Paving</b>	Paving should be kept to a minimum in required setback areas. Permeable paving materials should be used throughout the site, including parking lots.





*As the City's own maintenance building demonstrates, with quality of building design and materials, as well as landscaping, industrial buildings can be an asset to the community.*



## V. SIGN GUIDELINES: COMMERCIAL AND INDUSTRIAL

Signage can have a dramatic effect, either good or bad, on potential customers' or clients' perception of a business. They provide initial introduction to the character and quality of the business. Too many different signs for one business compete with one another and make it difficult to figure out what the business is about, especially for motorists driving by at 30 mph or more. Too many signs can also undermine the overall economic image of a shopping district, making it appear blighted. A consistent approach to signage provides continuity within a shopping districts and improves the readability of individual signs.

The Zoning Regulations establish the basic standards that signage must follow. Signs may not exceed the quantity, area, height, projection over public right-of-way (ROW) and slope specified in the Zoning Regulations. The guidelines in this section describe and provide examples of how signs may be designed within the parameters of the Zoning Regulations to improve their effectiveness for individual businesses and districts.

### Different Signs for Different Districts

**Pedestrian-oriented districts**, composed of a series of storefronts, each 15 to 40 feet wide, along the sidewalk, typically have signs that are oriented to pedestrians as well as motorists - window signs, awning signs, blade signs (small projecting signs) and outdoor dining menu boards - as well as wall and projecting signs oriented to motorists.

In **auto-oriented districts** buildings are setback from the sidewalk, often behind parking lots. Freestanding (pole-mounted) and monument signs may be appropriate. In many cases, auto-oriented uses are located in shopping centers with multiple tenants. The freestanding or monument sign will typically provide the name of the center with the names of individual businesses listed on their individual facades.

**Multi-tenant office buildings** may find it more practical to treat their address number as their primary sign. Buildings with a group of related, but independent tenants might have a collective name with a descriptive term like Medical Building or Law Offices.

### Information Hierarchy

A key to successful signage is to prioritize the information being communicated. A retail business has several messages to convey to their potential customers, including:

- ☐ Business name
- ☐ Address
- ☐ Type of goods and services
- ☐ Specific products and/or name brands carried
- ☐ Credit cards honored

- ☐ Telephone number
- ☐ Parking directions
- ☐ Business hours

Some information - primarily the name and address of the business or shopping center and one or two key products or services - needs to be legible to motorists or bus riders, while most other information can be on smaller signs legible to customers once they become pedestrians.

Sign "blight" occurs when a business has so many signs that a potential customer, whether driving or walk by, is overwhelmed and cannot sort through the information. The information should be organized and presented so it can be understood in order of importance and without repetition. For example, the name of the business is usually the most important piece of information and should be presented on the largest sign, which should be legible to motorists and bus riders. That sign may be a wall sign, awning sign, projecting sign or freestanding or monument sign and is considered to be the "primary" sign. A business should usually have only one primary sign visible along each street or parking lot that it faces.

If a wall sign is the primary sign, containing the business name, then an awning sign and be used as a "secondary" sign, describing the business, listing the goods or services provided or the address, rather than repeating the name of the business. One exception to this rule is the pedestrian blade sign - a small projecting sign (not larger than 5 square feet) perpendicular to the building wall and designed to be visible to pedestrians - which typically repeats the business name or contains its logo. Figure II-14 shows the information that is most appropriate on each sign type.

### Letter Size

Letter style and capitalization affect the visual impact of a sign. To reflect the individuality of each business and to create interest, a variety of type styles and capitalization can be used. Figure V-1 suggests variations in sign size with different type styles and capitalization.

### Multi-Tenant Buildings

When a building has multiple ground floor tenants, whether in a storefront building along a sidewalk or in a strip mall behind a parking lot, the individual tenants' signs should share some common design elements to make them more legible to potential customers, specifically: placement on the facade and size. Letter style, colors and, in some cases, materials may vary to reinforce the individual identity of each tenant.

When multiple tenants share a single entry, they are encour-



aged to adopt a single collective name and sign program to avoid creating an illegible jumble of competing signs.

### Sign Construction and Lighting

Individual letters, including 3-dimensional letters with an internal neon light source, neon or dimensional cut-out metal or plastic letters are encouraged. Cut-out letters may be mounted on a raceway to facilitate changes or may be individually pin-mounted. Figure II-16 suggests techniques for how to light signs.

Rectangular sign cabinets are discouraged, although sign cabinets with a distinct curvilinear form are allowed.

### Signs Legible to Motorists and Bus Riders

For a single business or shopping center, only one of the following types of primary signs, providing the name of the business and one or two principal products and services, should be completely visible from a single location:

- ❑ **Primary Wall Sign**
- ❑ **Primary Awning Sign**
- ❑ **Major Projecting Sign**, which should be non-rectangular and have its own internal or external light source.
- ❑ **Freestanding Pole Sign or Monument Sign**, which should be mounted to a base whose material and/or color and finish is used on the building with its own internal or external light source.

A business should show its **address** in 4 to 6-inch letters within 4 feet of an entry on each facade that has an entry.

The primary sign on the rear facade should be 75% of the area of the primary sign on the front facade.

In addition to the primary sign(s) and address, a business may have the following secondary signs describing the business and/or listing 1 or 2 products or services provided:

- ❑ **Secondary Wall Signs**
- ❑ **Secondary Awning Signs**, in which the information should be confined to a single horizontal line positioned within 3 inches of the bottom edge of the awning and the maximum letter size is 6 inches.
- ❑ **Menu Boards**, permitted only for drive-through fast-food restaurants (1 wall and 1 freestanding menu board for each auto service window), which are less than 40 square feet in area, less than 7 feet in height, oriented to customers on site, and list only the business name and price of each item in maximum 3" letters.

### Signs Legible to Pedestrians

All other signs should be designed to be viewed by pedestrians on the sidewalk or in the parking lot adjacent to the building.



A primary wall sign contains the name of the business on the wall.



A primary wall sign contains the name of the business.



A major projecting sign (El Toreo Cafe) as well as several smaller pedestrian blade sign (also projecting signs).



A freestanding pole sign.



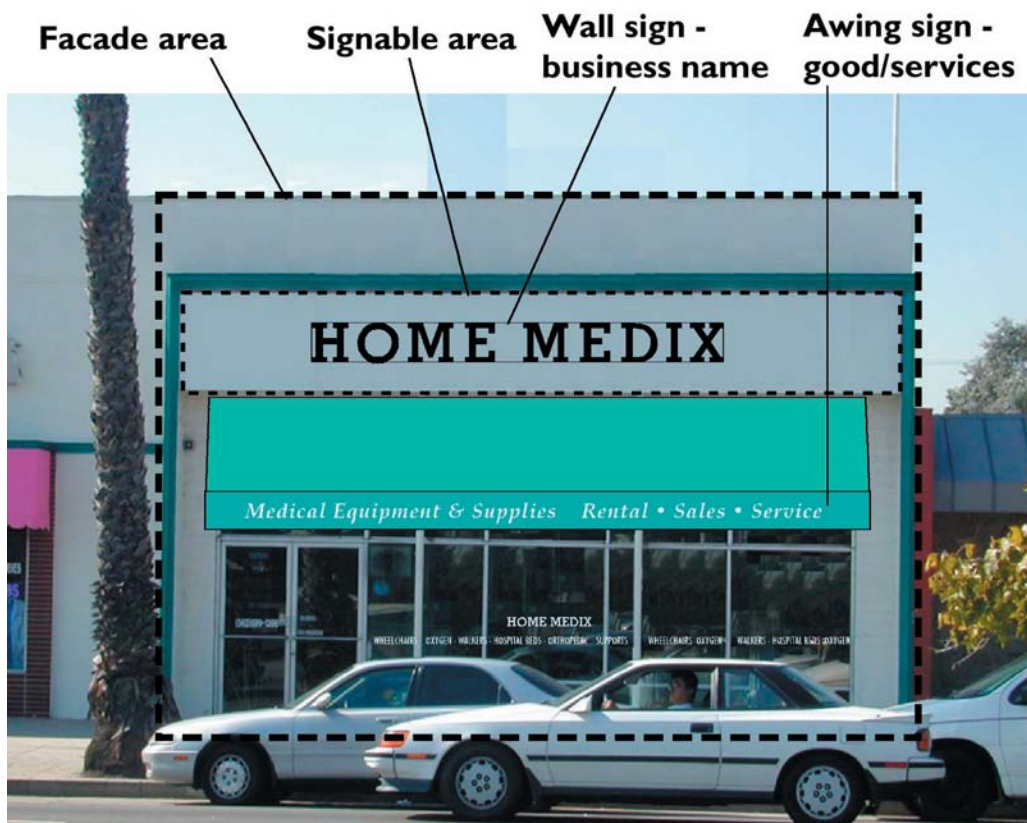
A monument sign.



Figure V-1 Recommended Sign Hierarchy

SIGN TYPE											
	Max. Number	Wall	Freestanding/ Monument	Projecting	Awning, Marquee/ Canopy, Pylon	Window	Blade	Directory	Menu Board*	Backdrop Wall	
Business name - primary sign and should be most visible	2	✓ OR	✓ OR	✓ OR	✓ OR	✓ OR	✓				
Brief (4-6) word description	1	✓ OR	✓ OR	✓ OR	✓ OR	✓ OR	✓				
Address number	2	✓ OR	✓ OR	✓ OR	✓						
Parking information	1	✓ OR	✓ OR	✓ OR	✓						
Business hours & phone number:	1					✓					
Credit cards honored	1					✓					
Brand names carried or goods and services offered	1									✓	
Secondary tenant names or names of upper-level tenants	1							✓			
Sales	1									✓	
Restaurant menus	1					✓		OR	✓		

\* Permitted for drive-through fast food restaurants only



- ❑ **Window Signs**, which cover up to 10% of the windows.
- ❑ **Blade Sign**, which is a projecting sign less than 5 square feet in size, as illustrated in Figure V-4.
- ❑ **Directory Signs**, listing the tenants on an upper floor or with access from a single entry, which may be up to 18 square feet in size.
- ❑ **Backdrop Wall Signs**, on the rear or the side of a open display business that do not exceed 5% of the area of the wall on which they are located.

### Sign Color

Sign Color and Finishes should relate to those of the building. Signs may use any of the 3 to 5 colors permitted for the building exterior plus 3 additional colors for a total of 8 colors. Signs must use at least one of the building colors.

### Sign Maintenance

All exterior signs should be kept clean and properly maintained. All supports, braces, anchors and electrical components should be kept safe, presentable and in good structural condition. Defective lighting components should be replaced promptly. Weathered and/or faded painted surfaces should be repainted promptly.



Window signs include: name, open/closed, major products provided, and address.



Window signs do not interfere with displays in the window.

**Figure V-2 Effect of Letter Style and Capitalization on Sign Size**

Thin letters can be 10% larger than thick letters:

**STARDUST JEWELERS**  
STARDUST JEWELERS

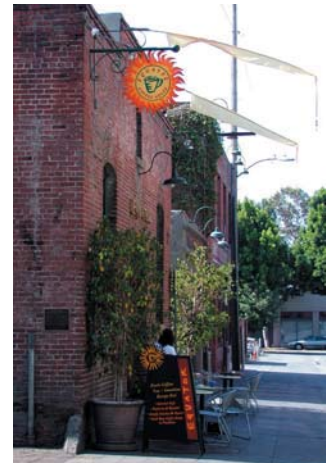
Initial capitals with lower case letters can be 5% larger than all capital letters:

**STARDUST JEWELERS**  
**Stardust Jewelers**

Thin initial capitals with lower case letters can be 15% larger than thick, all-capital letters:

**STARDUST JEWELERS**  
Stardust Jewelers

These examples excerpted from:  
Bixby Knolls Design Guidelines  
The Arroyo Group

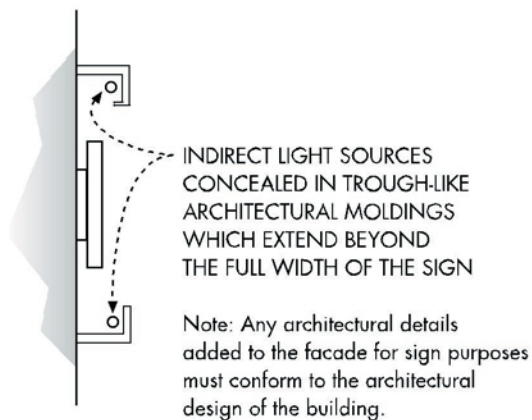
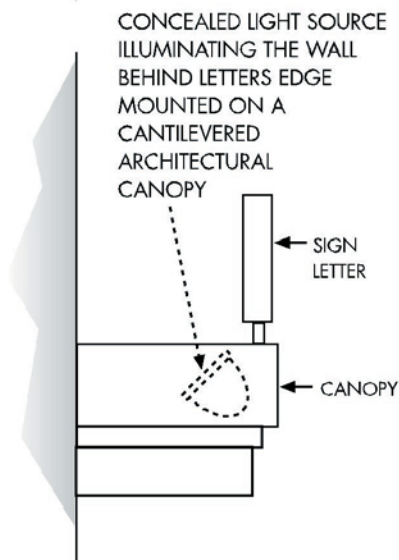
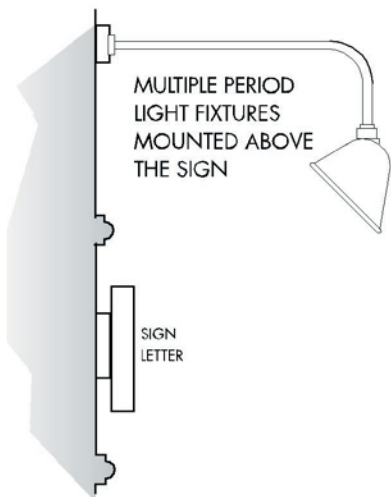


Blade signs: above left shows clearance over sidewalk; above right shows clearance over alley.

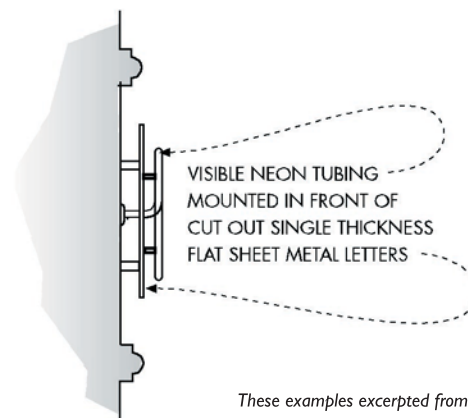
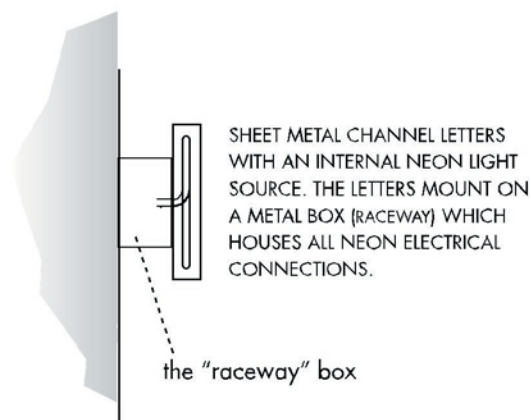
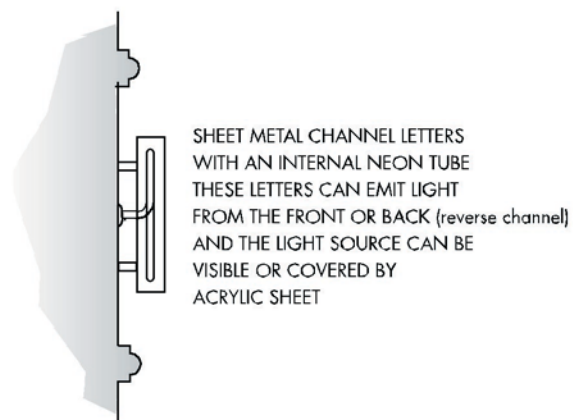
Directory sign located on exterior wall along sidewalk lists upper level tenants.

**Figure V-3 Sign Lighting Techniques**

*Examples of externally lighting multiple letters*



*Examples of lighting each letter with an integral neon light tube.*

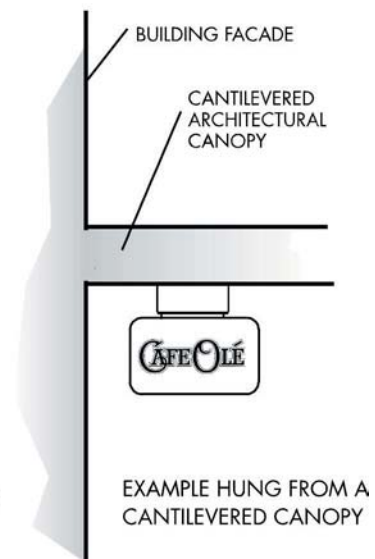
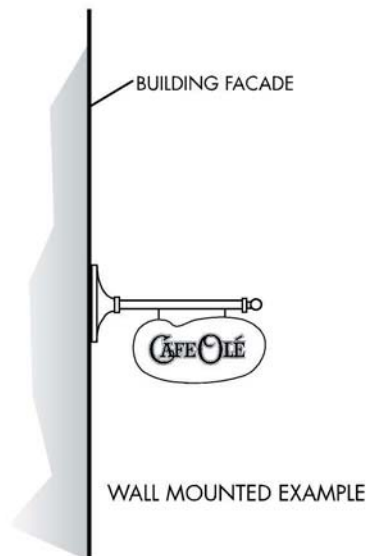
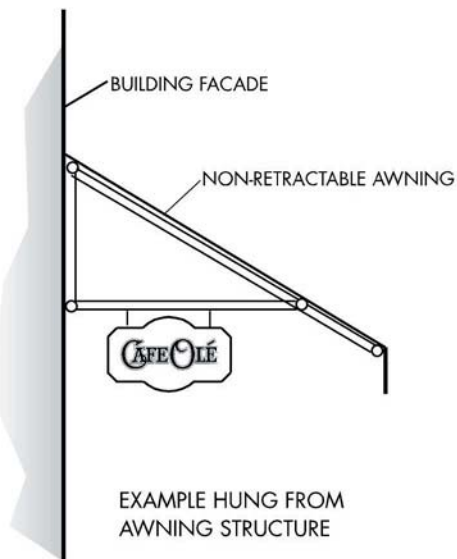
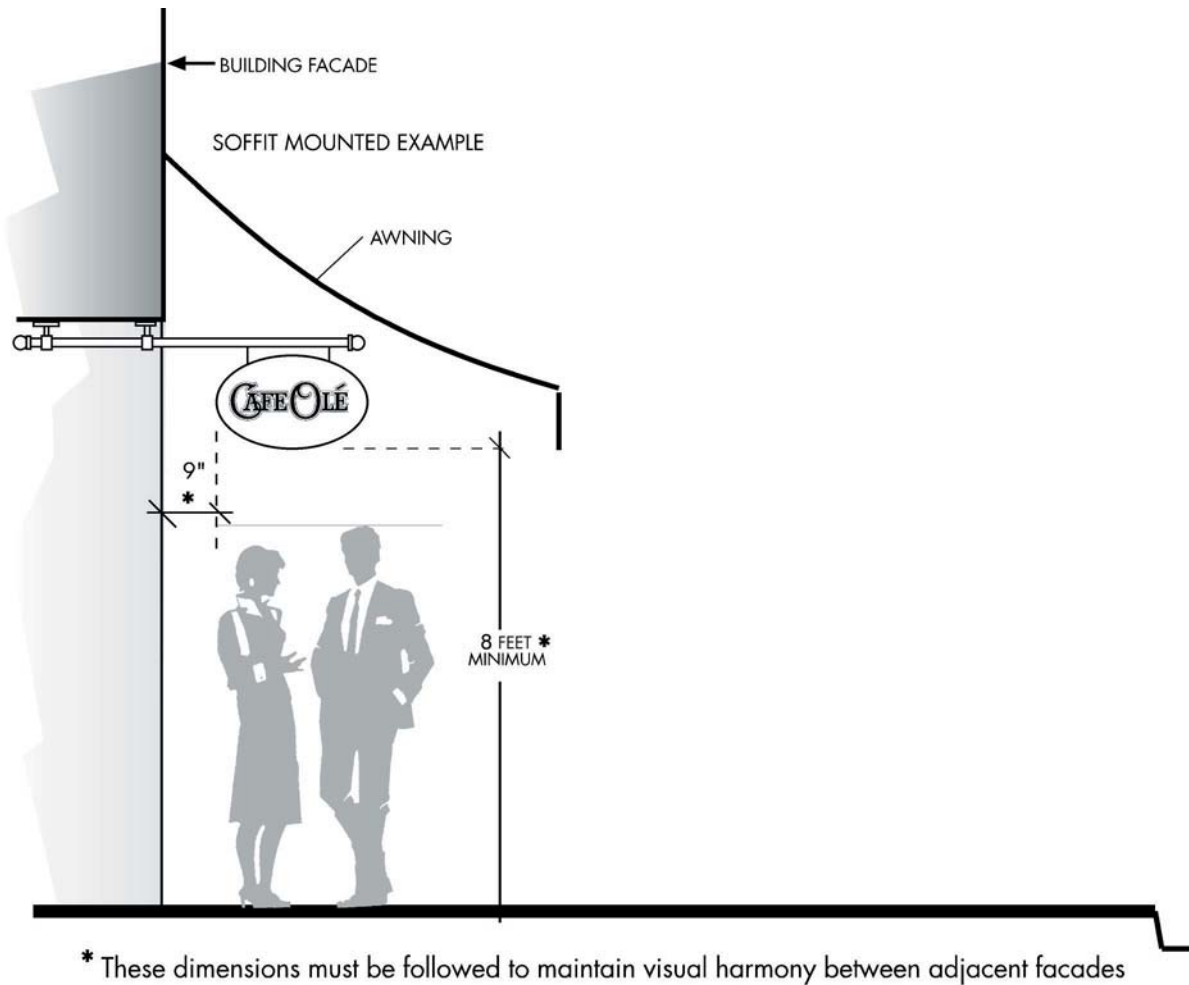


These examples excerpted from:  
Bixby Knolls Design Guidelines  
The Arroyo Group





**Figure V-4 Pedestrian-Oriented Blade Signs**



These examples excerpted from:  
Bixby Knolls Design Guidelines  
The Arroyo Group

## VI. STREETSCAPE DESIGN GUIDELINES

The North Long Beach Street Enhancement Master Plan recommends the following streetscape improvements along major streets. Some of these improvements will be made by the Redevelopment Agency as public improvements; others will be made by individual property owners as they develop or renovate their properties.

**Traffic Calming and Pedestrian Amenities.** The Street Enhancement Master Plan recommends that traffic calming and pedestrian amenities be provided in designated village centers and neighborhood commercial nodes, as well as along streets adjacent to new multi-family and mixed-use developments. Recommended improvements in these areas include corner curb extensions, enhanced paving of crosswalks and pedestrian-activated signals at mid-block crossings to make it easier for pedestrians to cross the street and to make them more visible to motorists. Other recommended improvements include wider sidewalks in locations where the existing sidewalks are less than 10 feet wide, pedestrian-scale street light and street furniture.

**Street Trees and Parkways.** Street trees are proposed to be planted along all major streets where sidewalks are wide enough to accommodate them. With the exception of Atlantic Avenue between 61st Street and Del Amo Boulevard, where the sidewalks are 6.5 feet wide, and Market Street and Del Amo Boulevard, which have 5-foot wide sidewalks, all the arterials have sidewalks that are wide enough to accommodate street trees. Street trees in front yards are proposed for Market Street.

The Master Plan recommends that, at bus stops and in village centers and neighborhood nodes, where high volumes of pedestrian activity are anticipated, trees should be planted in large tree wells (6-foot square with grates or 4 feet x 8 feet with stabilized decomposed granite or mulch). In all other locations, trees should be planted in continuous parkways adjacent to 4- or 5-foot wide walkways.

Where street trees are in parkways and parallel with medians, the irrigation system installed in the medians should be extended to the parkways with 2 bubblers per tree. In-

ground irrigation systems should also be installed in any other locations where such installation is feasible. In other locations, trees should be watered once a week by water truck (minimum 20 gallons per tree per week): for 3 years if in parkways and for 5 years if in tree wells.

**Landscaped Medians.** On existing raised medians on Atlantic Avenue, Artesia Boulevard and Del Amo Boulevard, paved areas should be removed and replaced with landscaping. The existing raised, unlandscaped medians on Cherry Avenue and South Street near the rail crossing should be landscaped. Where feasible, new raised, landscaped medians should be provided along the other arterials.

**Gateway Enhancements.** The Street Enhancement Master Plan recommends that typical street tree and median landscaping be enhanced at the gateways by additional landscaping in the medians and parkways and, for gateways at the north, landscaping of the street edges of Southern California Edison rights-of-way. Gateway landscaping would include several common elements that will be used at all gateways in conjunction with the individual landscape palette for each street. Where medians are not feasible, the supplemental landscaping would be provided in the parkways.

**Other Landscape Improvements.** The Street Enhancement Master Plan also identifies the need for permanent pocket parks, temporary landscaping of vacant lots and back-up lot landscaping, and suggests landscape guidelines for front yard setbacks and parking lots along the arterial streets.

Table VI-1 summarizes the street improvement regulations applicable to development projects in North Long Beach. Street trees and parkway landscaping with irrigation must be provided on all streets in North Long Beach. Street lights and furniture are required along the 10 major streets listed in introduction.

Table VI-2 lists the street tree species for the 10 major streets. Street trees for other streets will be determined by the Department of Public Works. Table V-3 lists the street lights and furniture for the 10 major streets.

**Table VI-1 Streetscape Improvement Guidelines for Private Developers**

TOPIC	REGULATION OR GUIDELINE
<b>Street Trees</b>	
Spacing (per Zoning)	25' on center
Tree wells/parkways	Min. 4' wide continuous parkway except adjacent to bus stops and pedestrian-oriented uses. 4' x 8' tree well with mulch or 6' x 6' tree well with grate adjacent to bus stops and pedestrian-oriented uses. Trees wells must be mulched to a depth of 3" with medium texture shredded wood material; low groundcover may also be added to the tree wells. Parkways must be landscaped with turf or low groundcover (see below).
Automatic irrigation	All plant materials in the parkway must be irrigated with an automatic irrigation system. Tree wells must be irrigated with either 2 bubblers near the surface, Netafim or equal drip irrigation or pop-up spray heads. Turf and groundcover must be irrigated with either Netafim or equal drip irrigation or pop-up spray heads.
Species	By street - see Table VI-1
<b>Parkway Landscaping</b>	Parkways must be planted with either turf or groundcover that does not exceed 30" in height , so as not to obstruct visibility. Plants that require low maintenance and use relatively small amounts of water are recommended. Plants that have colorful leaves or are flowering are also desirable.
<b>Street Lights</b>	By street - see Tables VI-2 and VI-3.
<b>Street Furniture</b>	Landscape Forms Kaleidoscope bus shelter and Presidio benches; colors by street - see Table VI-3.
<b>Sidewalk Dining</b>	A public sidewalk occupancy permit must be obtained, as outlined in Municipal Code Chapter 14.14. The standard in Municipal Code Chapter 14.14 must be followed, including the following: Sidewalk dining is not permitted on sidewalks less than 10 feet wide. A minimum 5-foot wide unobstructed path of travel must be provided on the sidewalk. Dining or entertainment areas must be defined by sturdy, portable barriers less than 48 inches in height, as approved by the City Engineer. All accessories to dining or entertainment must be located inside the barrier.
<b>Alleys</b>	Property owners should provide and adhere to a regular maintenance schedule for alleys adjacent to their buildings. Building services, including trash, storage and utility structures may not be located in the alley. They should be located in an enclosed area adjacent to the alley. Parking spaces in the alley should be clearly striped, signed and available for short-term parking. Alleys should not be used for long-term vehicle storage.



**Table VI-2 Street Trees for Major Streets**

	Sidewalks		Medians	
	Botanical Name	Common Name	Botanical Name	Common Name
<b>North-South Streets</b>				
<b>Long Beach Boulevard</b>				
North of River	<i>Koelreuteria bipinnata</i>	Chinese Flame	<i>Jacaranda mimosifolia</i>	Jacaranda
South of River	<i>Platanus mexicana</i>	Mexican Sycamore	<i>Jacaranda mimosifolia</i>	Jacaranda
<b>Atlantic Avenue</b>				
North of the Railroad	<i>Ginkgo biloba</i>	Ginkgo	<i>Eucalyptus*/Chorisia speciosa*</i>	Eucalyptus/Floss Silk
South of the Railroad	<i>Washingtonia filifera*</i> & <i>Pyrus calleryana 'Bradford'*</i>	Mexican Fan Palm/ Bradford Pear	<i>Podocarpus gracilior*</i>	Fern Pine
<b>Orange Avenue</b>	<i>Jacaranda mimosifolia*</i>	Jacaranda	NA	
<b>Cherry Avenue</b>	<i>Koelreuteria bipinnata</i>	Chinese Flame	<i>Washingtonia filifera/</i> <i>Koelreuteria bipinnata</i>	Mexican Fan Palm/ Chinese Flame
<b>Paramount Boulevard</b>	<i>Tristania conferta</i>	Brisbane Box	<i>Lagerstroemia indica x fauriei/</i> <i>Pinus canariensis</i>	Crape Myrtle/ Canary Island Pine
<b>Downey Avenue</b>				
South of Poppy	<i>Tipuana tipu*</i>	Tipu	NA	
North of Poppy	<i>Tristania conferta</i>	Brisbane Box	NA	
<b>East-West Streets</b>				
<b>Artesia Boulevard</b>				
Storefront commercial	<i>Ginkgo biloba</i>	Ginkgo	<i>Eucalyptus*</i>	Eucalyptus
Other locations	<i>Tabebuia avellanedae</i>	Pink Trumpet	<i>Eucalyptus*</i>	Eucalyptus
<b>South Street</b>	<i>Platanus acerifolia 'Columbia'</i>	London Plane	<i>Platanus acerifolia 'Columbia'</i>	London Plane
<b>Market Street</b>	Alternating <i>Ginkgo biloba</i> & <i>Lagerstroemia indica x fauriei</i>	Ginkgo Crape Myrtle	Alternating <i>Ginkgo biloba/</i> <i>Lagerstroemia indica x fauriei</i>	Ginkgo/ Crape Myrtle
<b>Del Amo Boulevard</b>	<i>Magnolia grandiflora</i>	Southern Magnolia	Infill with existing species	

\* Existing street tree



London Plane



Pink Trumpet



Ginkgo



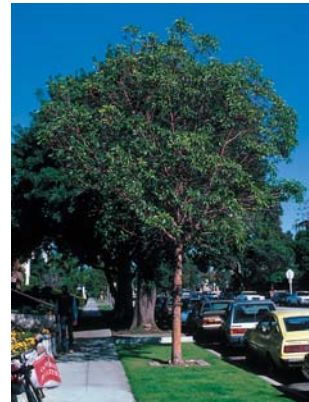
Jacaranda



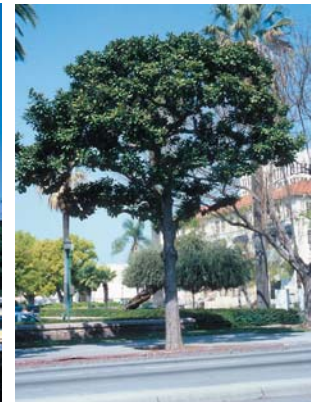
Crape Myrtle



Chinese Flame



Brisbane Box



Southern Magnolia



**Table VI-3 Pedestrian Street Lights for Major Streets**

<b>Street</b>	<b>Manufacturer</b>	<b>Model</b>	<b>Pole</b>	<b>Shielding</b>
Long Beach Boulevard	Selux	Ritorno or	Ritorno	none required
	Selux	Cosmo	straight	Type V cut-off silver louver
Atlantic Avenue	Lumec	L80	R30 or 40	Type V SE refractor
Residential Streets*	Selux	Saturn 1	straight with base cover	Type V cut-off silver louver
Other Streets**	Selux	Quadro 1	straight	Type V cut-off silver louver

\* Orange Avenue, Downey Avenue, South Street, Market Street

\*\* Cherry Avenue, Paramount Boulevard, Artesia Boulevard, Del Amo Boulevard

**Table VI-3 Pedestrian Street Light and Furnishing Colors by Street**

<b>Street</b>	<b>Color</b>	<b>RAL #</b>
Long Beach Boulevard		
Pedestrian street lights	Brushed aluminum or metallic gray	9006
Other furnishings	Dark burgundy	3007
Atlantic Avenue	Dark blue	5011
Orange Avenue	Dark green	6009
Cherry Avenue	Dark burgundy	3007
Paramount Boulevard	Bronze	6014
Downey Avenue	Dark green	6009
Artesia Boulevard	Black	9005
South Street	Dark green	6009
Market Street	Dark green	6009
Del Amo Boulevard	Bronze	6014

